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Oracle WebCenter Sites: Introduction

User Manual

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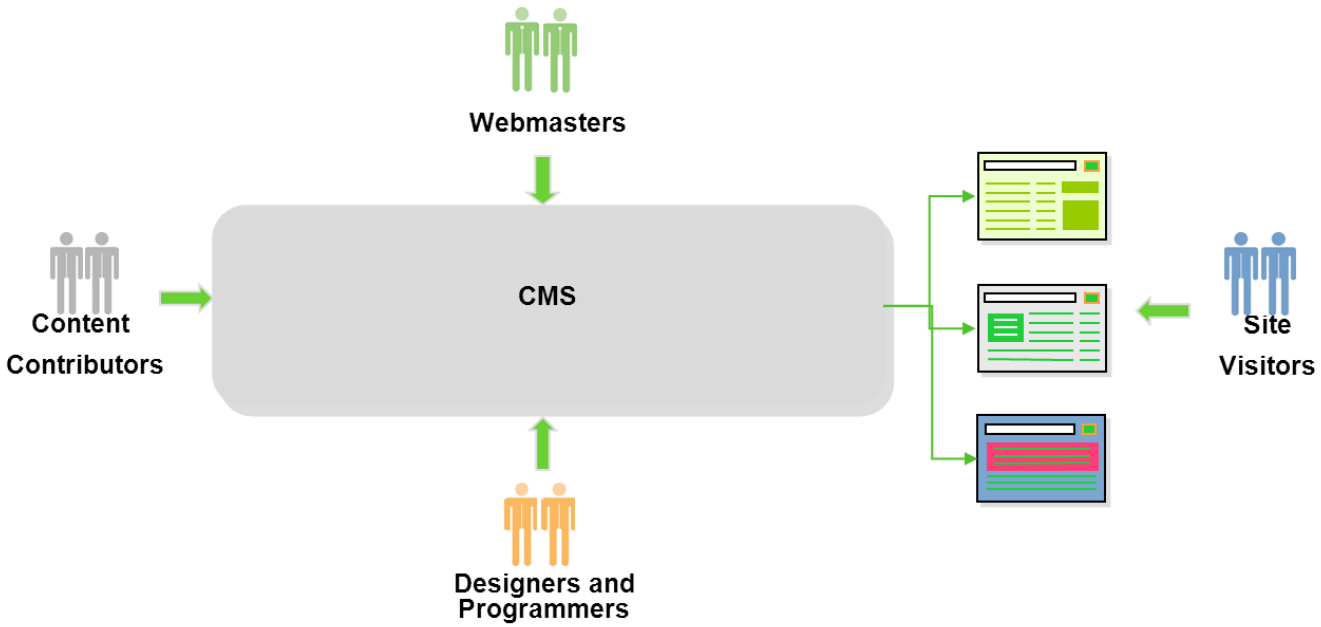
1 Introduction

1.1 Scope

This document is intended for all users of Oracle WebCenter Sites (OWCS), which is the solution that integrates the previous FatWire Content Server (CS). It describes some basic concepts to introduce the platform, explain how it works and some particularities of the configuration for Amadeus. Further documents will provide more detail into the specifics of Amadeus implementation.

1.2 What is Oracle WebCenter Sites (OWCS)/FatWire Content Server (CS)?

The OWCS/CS is a web content management system. It facilitates the entire sub-process of managing web content, including authoring, site design, content publishing and deployment. It offers multi-site management capabilities -for instance our ACO websites! - as well as multi-lingual content management, workflow-based processing, and role-based editing.



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Oracle WebCenter Sites is a content-centric CMS, meaning:

- Site structure and content are managed separately
- Unit of management = content
- Links are dynamically generated

There are more generated pages than actually defined by webmasters in the site structure, because some of them are produced "on-the-fly": for instance, you may not see product pages in the site plan, but when a product link is clicked, the system may dynamically render a page using a pre-defined template displaying the product (classified as a content) information in a given way.

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2 CS Environments and interfaces

There are three CS environment:

- **Development** servers: used by the solution/dev teams to deploy code and test it without impacting the content contributors.
- **Staging (Management)** environment: these servers are used by the editors in order to create and update content.
- **Production (Delivery):** The content from Staging (Management) is replicated to Production (Delivery). These servers then in turn, deliver the published sites/content to the visitors.

Each environment in turn, presents two interfaces:

- Editorial (back-end) interface: it is where the editors and content contributors log in to work with the content. For the production (delivery) environment, this is not applicable. The URL for the Staging(Management) editorial interface is:

  https://wcm.origin.amadeus.com/cs/wem/fatwire/home

  Oracle WebCenter Sites include two different interface to manage the contents:

  - Contributor Interface: To manage the final contents and page design. Used by the editor user. We refer this interface as the editorial interface.
  - Admin Interface: To manage the admin of the sites, publications, permissions or development items. Used by the administrator or development user.
  - WEM Interface: To manage the access to different applications and interfaces of Oracle WebCenter Sites. Used by the administrator user.

- Presentation (front-end): this is the interface where the actual site is displayed for the visitors. A sample URL for the Production(Delivery) presentation interface is the UK website:

http://www.amadeus.com/web/amadeus/en_GB-GB/Amadeus-Home/1319477346985-Page-AMAD_HomePpal

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3 CS Terminology

This section introduces some basic and useful concepts and terms that the CS users should be familiar with.

3.1 Asset and Asset types

An Asset is a term for describing a piece of content. New content is created by providing the attributes (fields) for each type of asset: title, image, body text… This helps managing the content independently from the sites/pages.

An asset:

- Is an instance of an asset type :
  - Example: "Press Release", "Product", "Page", "Product", "Recommendation" are asset types. An asset will be the specific content “press 13 October”.

- It has fields
  - Default values (**metadata**) provided automatically by the system :
    - Example: ID, createddate: "2007-09-06", updateddate: "2007-09-08", createdby: "userX"
  - A**ttributes** (custom fields adjusted for Amadeus asset types): a group of attributes make up a form in the editorial interface for entering content.
    - Example: Title: " Amadeus publishes first half results for 2012", Publication Date: "2012-10-13"
  - It supports a predefined set of operations
    - Example: Create, Edit, Delete, Publish, Copy, Share….

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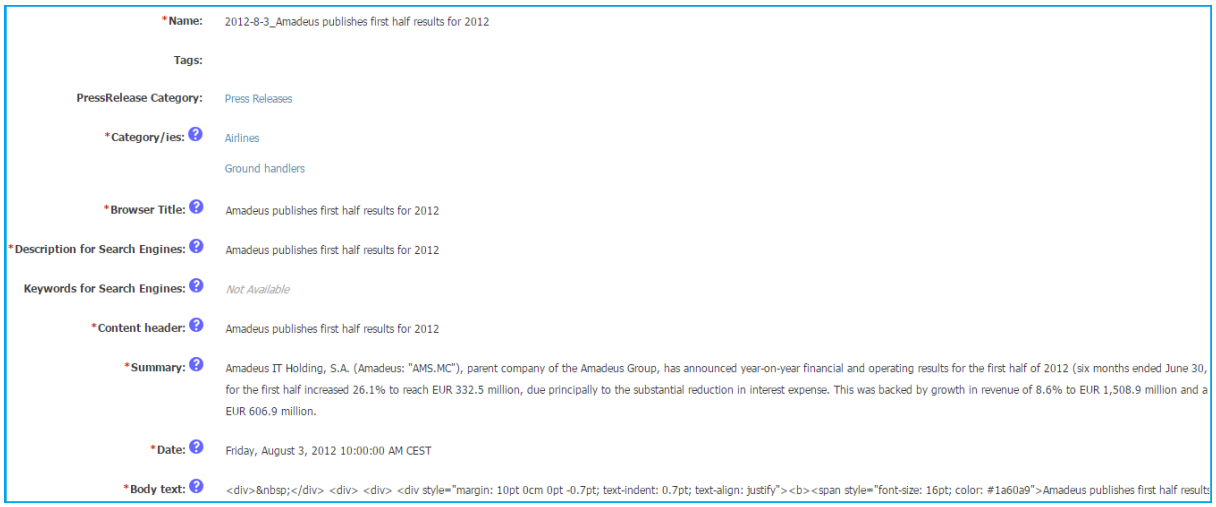
*Name: 2012-8-3_Amadeus publishes first half results for 2012
Tags:
PressRelease Category: Press Releases
*Category/ies: Airlines
Ground handlers
*Browser Title: Amadeus publishes first half results for 2012
*Description for Search Engines: Amadeus publishes first half results for 2012
Keywords for Search Engines: Not Available
*Content header: Amadeus publishes first half results for 2012
*Summary: Amadeus IT Holding, S.A. (Amadeus: "AMS.MC"), parent company of the Amadeus Group, has announced year-on-year financial and operating results for the first half of 2012 (six months ended June 30, for the first half increased 26.1% to reach EUR 332.5 million, due principally to the substantial reduction in interest expense. This was backed by growth in revenue of 8.6% to EUR 1,508.9 million and a EUR 606.9 million.
*Date: Friday, August 3, 2012 10:00:00 AM CEST
*Body text: <b>Amadeus publishes first half results

Figure 1 - Press release asset in the editorial/contributor interface

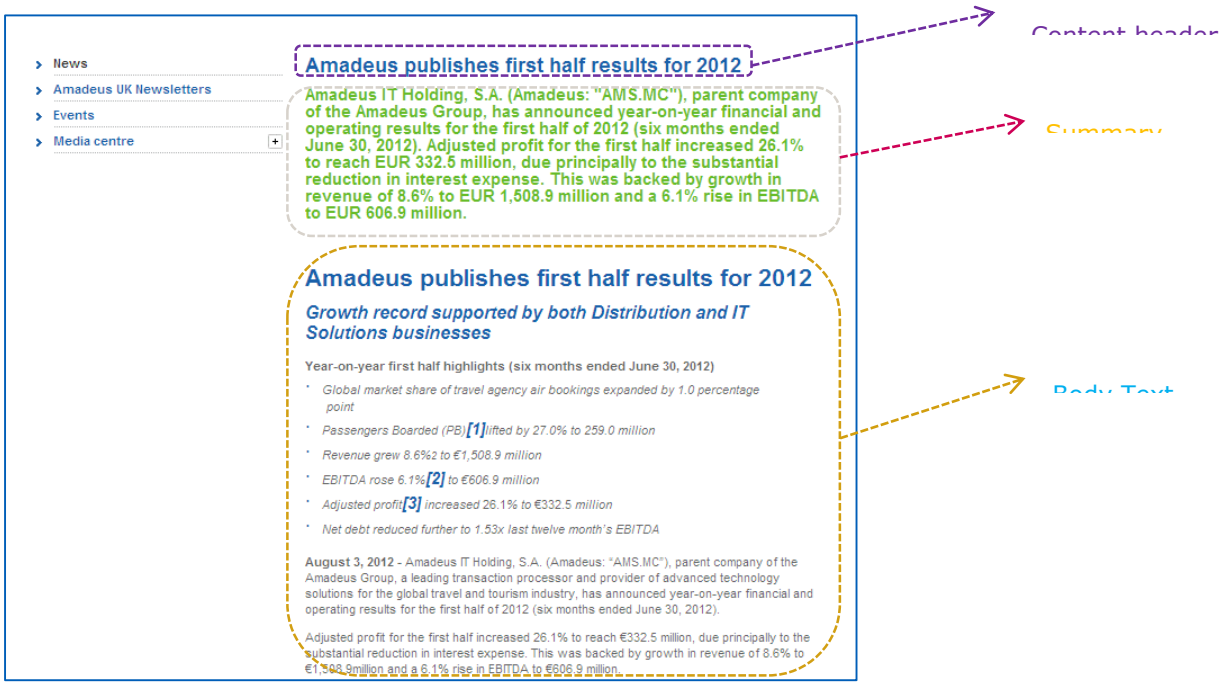
News
Amadeus UK Newsletters
Events
Media centre
Amadeus publishes first half results for 2012
Amadeus IT Holding, S.A. (Amadeus: "AMS.MC"), parent company of the Amadeus Group, has announced year-on-year financial and operating results for the first half of 2012 (six months ended June 30, 2012). Adjusted profit for the first half increased 26.1% to reach EUR 332.5 million, due principally to the substantial reduction in interest expense. This was backed by growth in revenue of 8.6% to EUR 1,508.9 million and a 6.1% rise in EBITDA to EUR 606.9 million.
Amadeus publishes first half results for 2012
Growth record supported by both Distribution and IT Solutions businesses
Year-on-year first half highlights (six months ended June 30, 2012)
Global market share of travel agency air bookings expanded by 1.0 percentage point
Passengers Boarded (PB)[1] lifted by 27.0% to 259.0 million
Revenue grew 8.6%2 to €1,508.9 million
EBITDA rose 6.1%[2] to €606.9 million
Adjusted profit[3] increased 26.1% to €332.5 million
Net debt reduced further to 1.53x last twelve month's EBITDA
August 3, 2012 - Amadeus IT Holding, S.A. (Amadeus: "AMS.MC"), parent company of the Amadeus Group, a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry, has announced year-on-year financial and operating results for the first half of 2012 (six months ended June 30, 2012).
Adjusted profit for the first half increased 26.1% to reach €332.5 million, due principally to the substantial reduction in interest expense. This was backed by growth in revenue of 8.6% to €1,508.9million and a 6.1% rise in EBITDA to €606.9 million.

Figure 2 - Press release asset displayed on a page

3.2 Pages and Templates

3.2.1 Pages

Pages are part of the core CS asset types. Their attributes are already defined and has two main functions. A page:

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- Is used as a foundation for representing website navigation
  - Page assets are placed in Site Tree (“Default or Unplaced Pages”).
- And is also used as a container for other assets
  - Different content (assets) can be associated to the Page Asset. This content will then be rendered and used as coded by the developers.

3.2.2 Templates

Templates on the other hand serve as models defining how the content is rendered.

- Can be reused by selecting the templates for each page, i.e., the same page can present the information in different ways if it uses different templates.
- They are usually created and modified by the development team following the design guide-lines.

3.3 Site, Users and Roles

3.3.1 Sites

A site in CS is a work space within the contributor interface for configuring and adding content.

Sites have, among other items: asset types, assets, pages, site plan, workflows….

In the Amadeus implementation of CS, there is a one to one relationship between an ACO (sometimes regional) website and one site. Also there is a Central site which servers as repository for content created centrally.

3.3.2 Users

The access to the editorial interface by the different users is controlled by a User Name and a Password. In the Amadeus deployment of OWCS/CS the users are authenticated by their Opera credentials:

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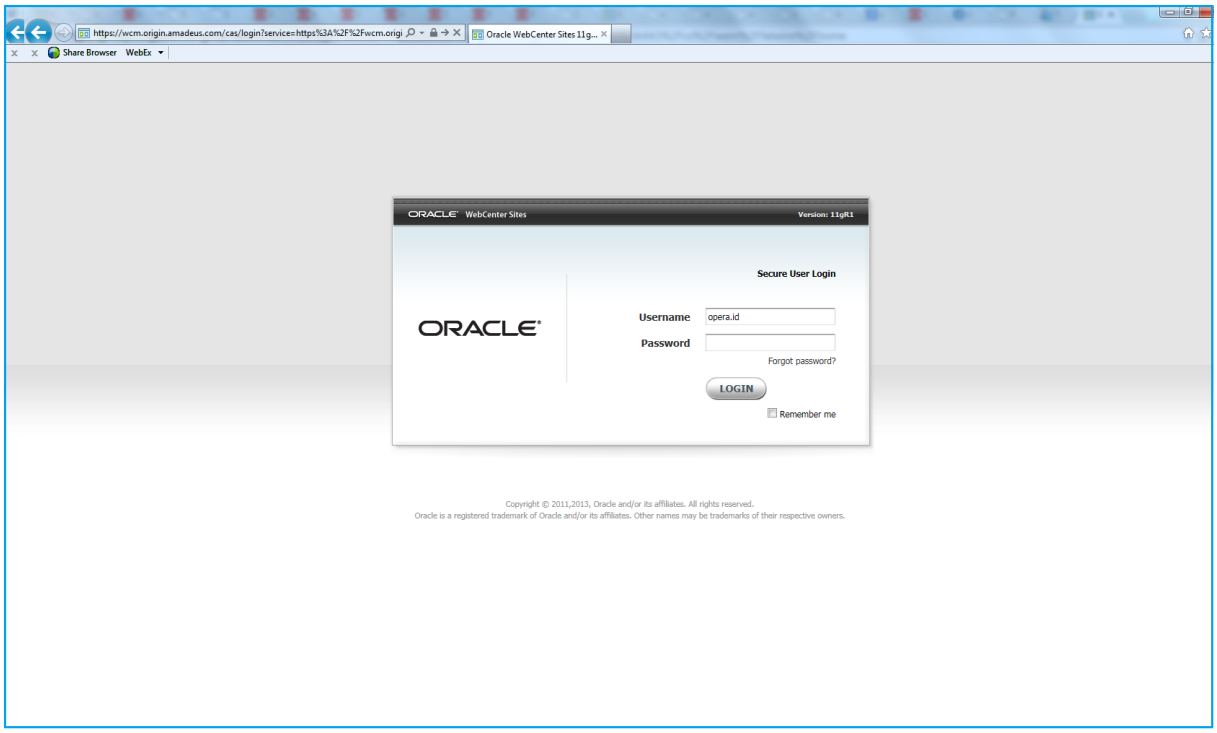

Figure 3 - OWCS/CS editorial interface: use Opera credentials

3.3.3 Roles

There are a set of roles that can be given to a user in a site. The following roles have been defined for Amadeus users:

- Central site:
  - ContentAuthor_Central: users with this role can create any type of content for any business unit, including press releases.
  - ContentAprrover_Central: users with this role can create and approve for publishing any type of content for any business unit, including press releases.
  - ContentAuthor_{Airports, Hotels, etc…different business units}: users with these roles can create any type of content for the corresponding business unit.
  - ContentAprover_{Airports, Hotels, etc…different business units}: profiles with this role can create and approve any type of content for the related business unit.
  - PR_Author: users with this role can create press releases.
  - PR_ Approver: users with this role can approve press releases for publishing.
  - ACO_Sharer: users from ACO sites are given this role in the Central site for being able to share content to their site.
- ACO site:

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- ContentAuthor: users with this role can create any type of content within the ACO site.
- ContentAprrover: users with this role can create and approve for publishing any type of content in the ACO site.

4 Editorial Interface

4.1 Backend Layout and Elements

4.1.1 Login Page

This is the login page of the CMS:

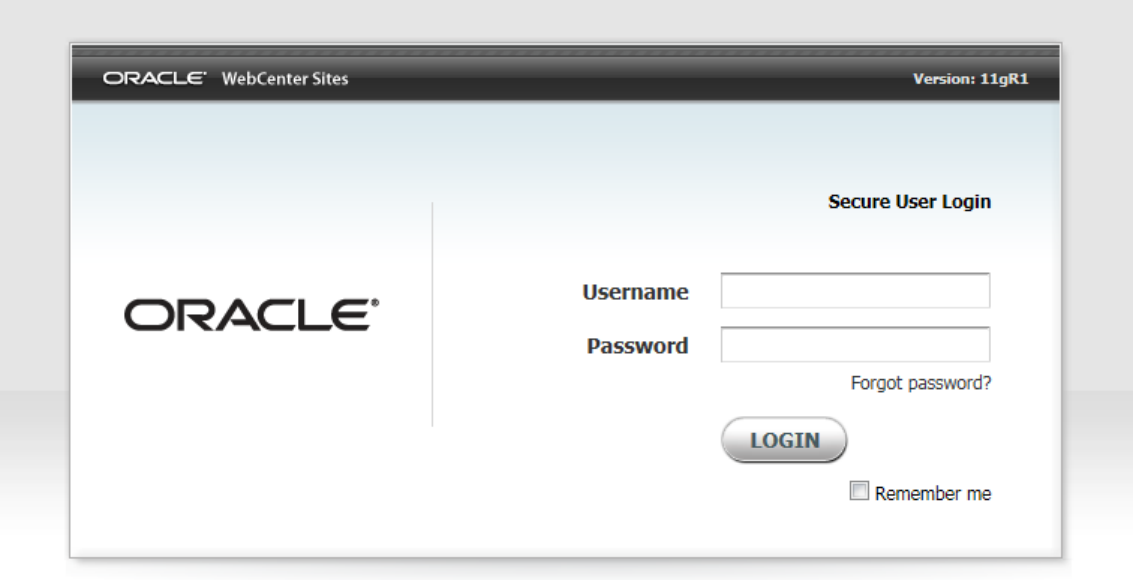

Figure 4: Login page

Users have to log in with their username and password. It also offers an option to recover password, and to store the login data for a faster login.

For the first time, if the user has access to different sites, a Site Selection screen will be displayed after login.

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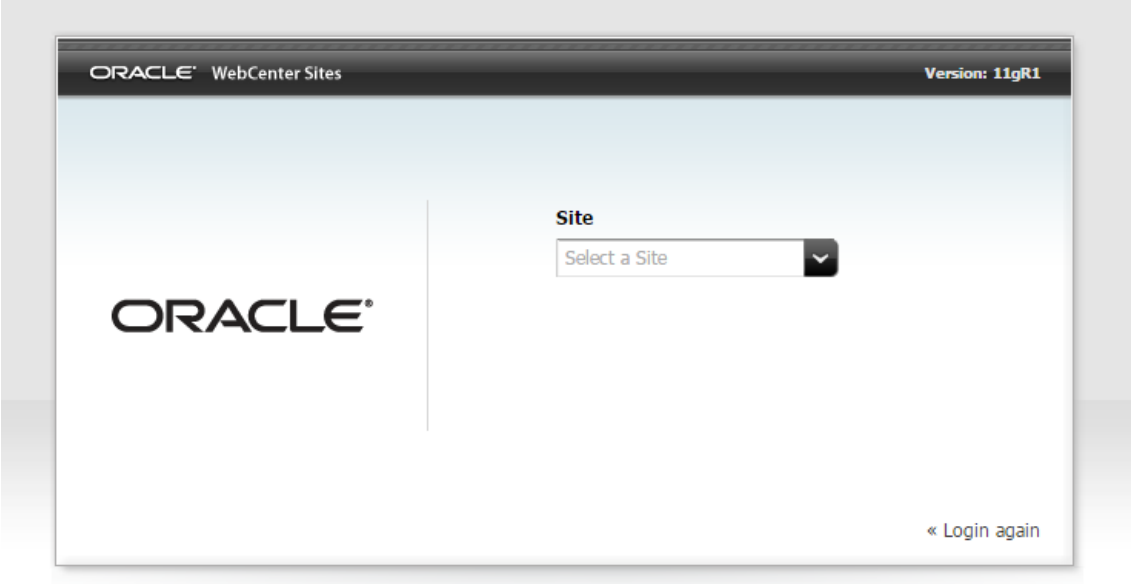

Figure 5: Site Selection screen

Also for this first time, if the user select a site, the available and allowed interfaces will be showed. The user must select one of this interfaces to continue.

Figure 6: Interface/App Selection screen for a Site

The next time that the user login the application will be remember the interface and the last content used.

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4.1.2 Main Workspace. Overview.

For editorial work, selected the Contributor Interface, the main workspace is presented to the user:

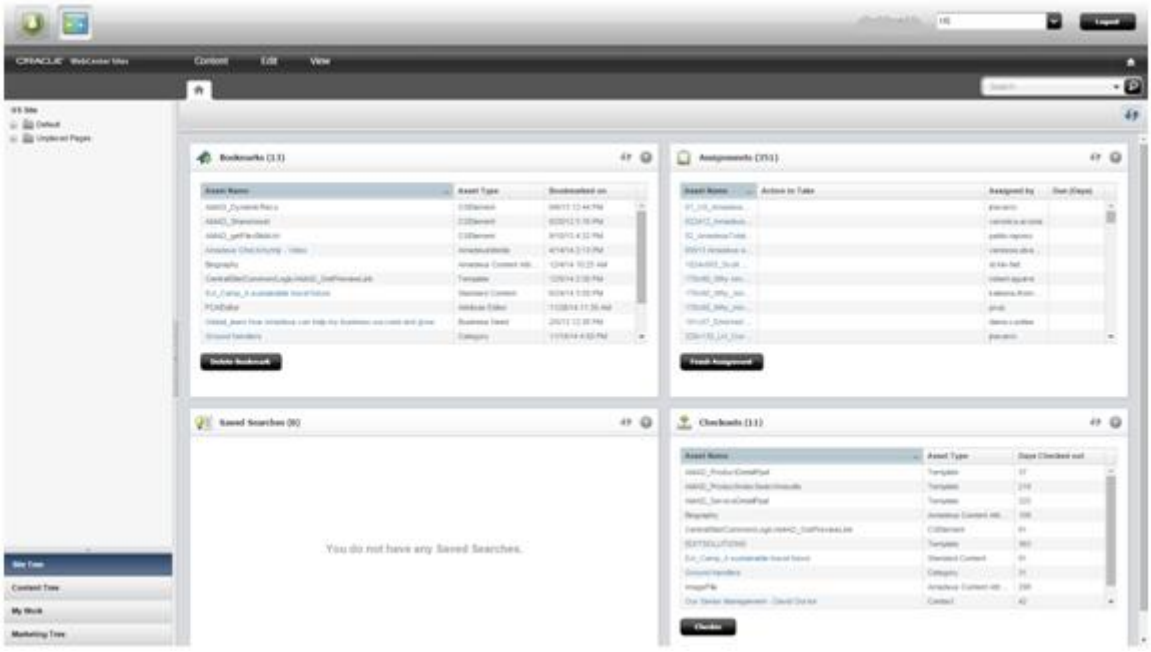

Figure 7: Main workspace

This workspace is organized in different sections, which will allow the user to perform the most usual operations, navigate through the site and data structures, review assigned tasks, checked out documents, etc., change the site he/she is working on, and log out from the CMS.

4.1.3 Top toolbar

This toolbar is always present while logged in the CMS, the upper options content doesn't change. It's split in two rows, WEM bar and menu bar.

Figure 8: Top bar

The WEM bar displays the:

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- Interfaces available and allowed by the user. The highlighted one is the current interface, you can change the interface by selecting other icon if available.
- Username logged, if you click in the name you could access to the profile of the user in WEM interface.
- Select site selection. Shows the actual site and allow change the site between the available for this user.
- Logout option, exit for the interface and back to the login screen.

The menu bar displays the:

- Content, shows the option related to a content: New (open a submenu with the different content that the user can create), Save, Save & Close, Approve, Share, Access Permissions, Bookmark and Unbookmark. These actions are enabled or disabled depends the tab opened and the permission for the content by the user logged.
- Edit, when an asset is opened in a tab, allows operations about this asset: Inspect, Edit, Delete, Version (access to version operations: Undo Checkout, Check In, Check Out, Show Versions or Rollback) and Change Page Layout.
- View, when an asset is opened in a tab, allows operations about this asset: Form View, Web View, Preview, Multi-Device Preview, Preview with Page Layout, Preview with Segment, Preview with Wrapper, Preview in New Window and Status.
- Hide the WEM Bar, in the left of the menu bar, the upper arrow allow hide or show the WEM bar on the screen.

4.1.4 Publishing

If the user has enough level of access, and he/she wants access to the publish history option he must to change to Admin Interface and check the Publishing option in the menu bar Admin Interface.

4.1.5 Search

The search option are located in the upper right corner of the screen, down of the top bar. You can do searches over all the types of the site, this is option by default.

Figure 9: Box search by default

Or select a specific search only in one Type in the arrow side to the search button.

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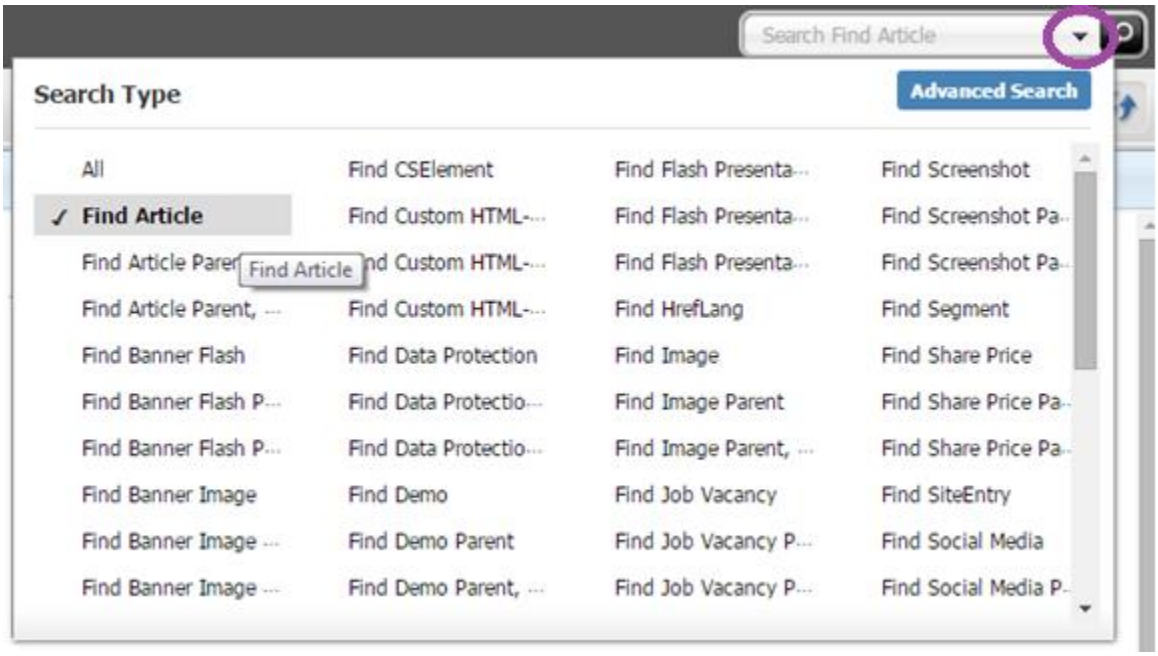

Figure 10: Search based in a type

Finally, also you can use the Advanced Search for more detailed searches.

The results of the search are showed in in a new tab Search in the central or right panel of the screen, you can move this tab to see in the right panel to use in other tabs.

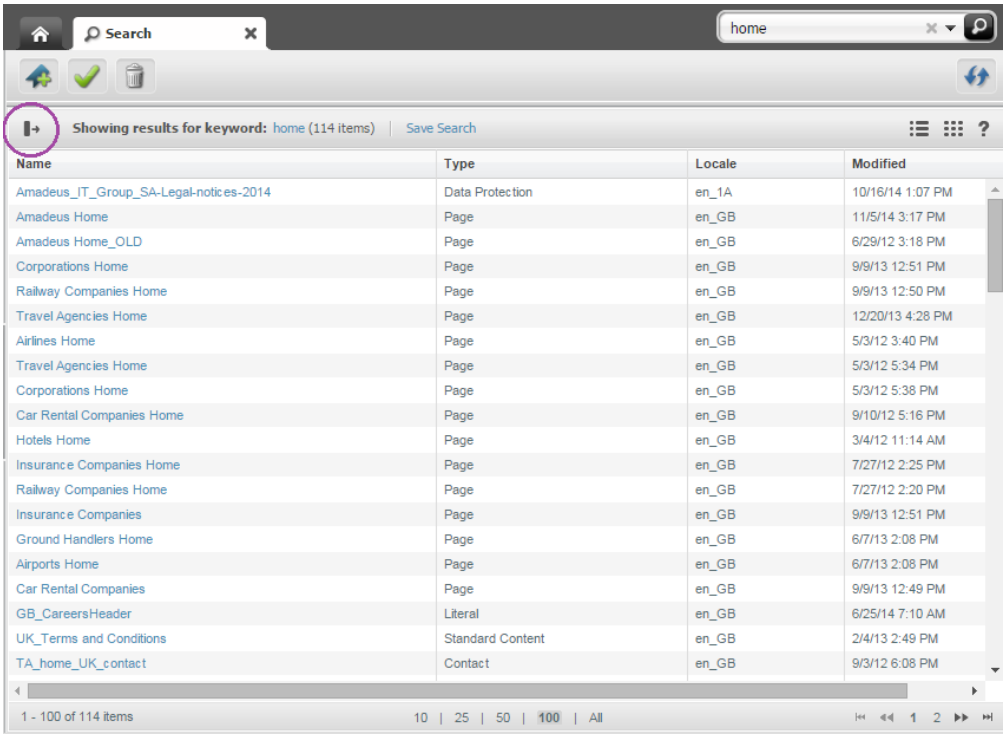
Search
home
Showing results for keyword: home (114 items)
Save Search
Name
Type
Locale
Modified
Amadeus_IT_Group_SA-Legal-notices-2014 Data Protection en_1A 10/16/14 1:07 PM
Amadeus Home Page en_GB 11/5/14 3:17 PM
Amadeus Home_OLD Page en_GB 6/29/12 3:18 PM
Corporations Home Page en_GB 9/9/13 12:51 PM
Railway Companies Home Page en_GB 9/9/13 12:50 PM
Travel Agencies Home Page en_GB 12/20/13 4:28 PM
Airlines Home Page en_GB 5/3/12 3:40 PM
Travel Agencies Home Page en_GB 5/3/12 5:34 PM
Corporations Home Page en_GB 5/3/12 5:38 PM
Car Rental Companies Home Page en_GB 9/10/12 5:16 PM
Hotels Home Page en_GB 3/4/12 11:14 AM
Insurance Companies Home Page en_GB 7/27/12 2:25 PM
Railway Companies Home Page en_GB 7/27/12 2:20 PM
Insurance Companies Page en_GB 9/9/13 12:51 PM
Ground Handlers Home Page en_GB 6/7/13 2:08 PM
Airports Home Page en_GB 6/7/13 2:08 PM
Car Rental Companies Page en_GB 9/9/13 12:49 PM
GB_CareersHeader Literal en_GB 6/25/14 7:10 AM
UK_Terms and Conditions Standard Content en_GB 2/4/13 2:49 PM
TA_home_UK_contact Contact en_GB 9/3/12 6:08 PM
1 - 100 of 114 items
10 | 25 | 50 | 100 | All
1 2

Figure 11: Result of a search in the central panel

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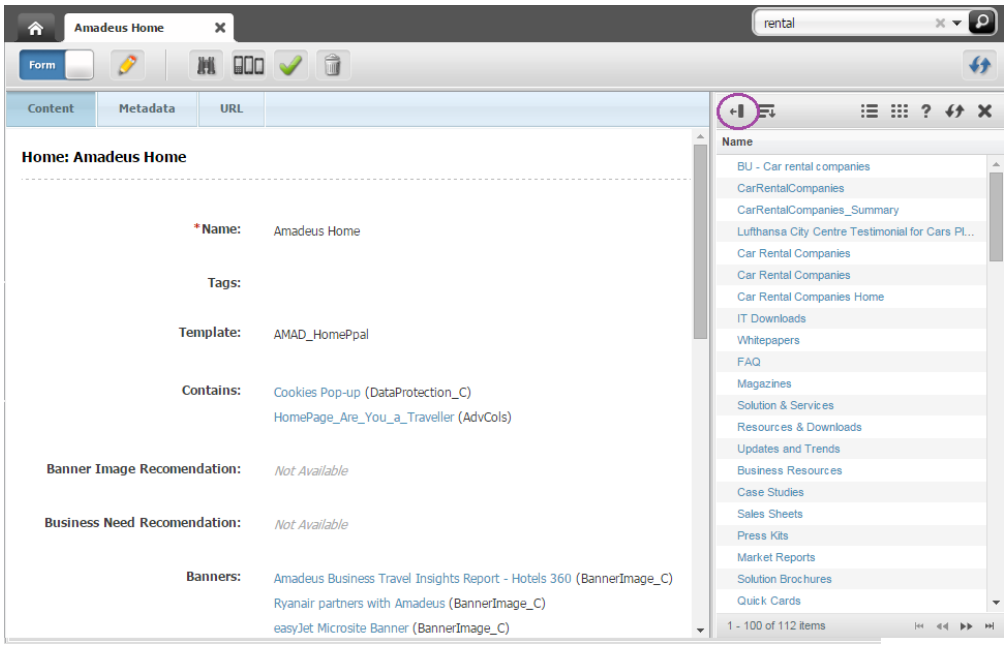

Figure 12: Result of a search in the right panel

Using the Search (or Browse) tab you can do multiple operations with several assets, as bookmark, approve or delete multiple assets selected in the list.

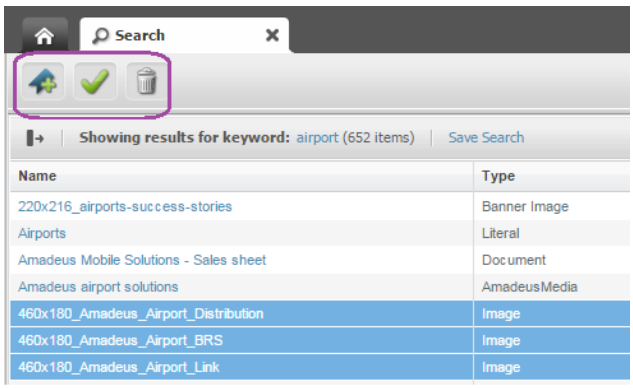

Figure 13: Multiple select in search list

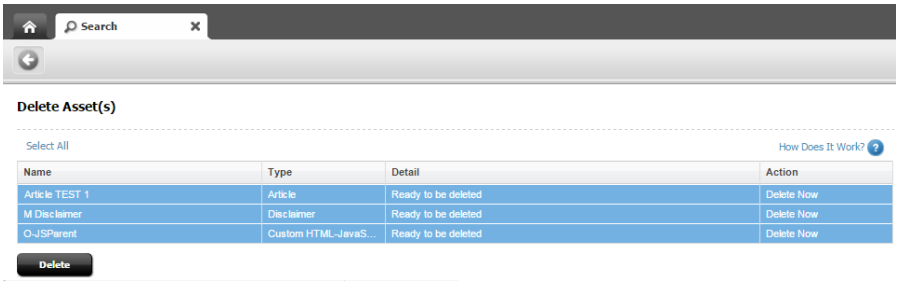

Figure 14: Delete multiple screen

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4.1.6 Left navigation panel

This section allows user to browse through data structures in the site using a tab system. Each of the tabs is described below:

4.1.6.1 Site Tree

In this tab the user can check the site structure and the pages where assets are placed. Also there is a list of assets not yet placed in the structure.

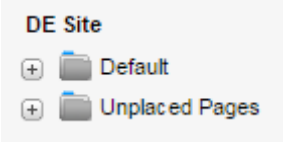

Figure 15: Site Tree

The tab could have different Site Plan Trees, Default is one of them, and it represent the node root on which the Pages are placed. In Unplaced Pages are located the list of Pages not yet placed in a Site Plan.

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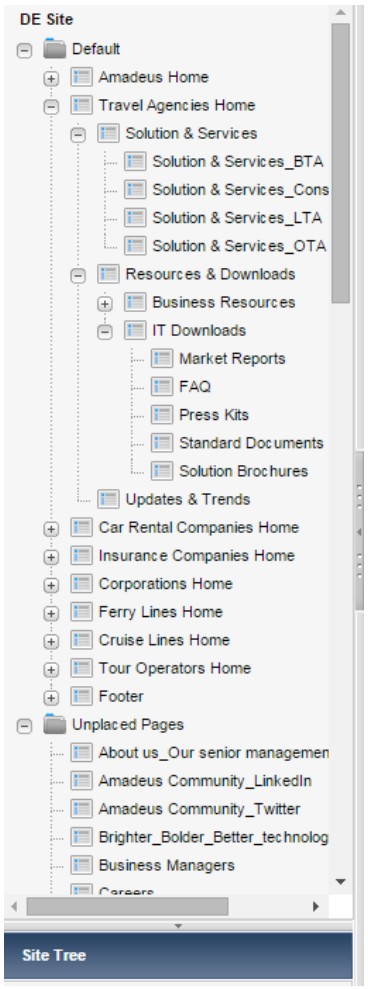

Figure 16: Site Tree detail

If you select one Page listed in the Site Tree, in your detail, you can see the values of this Page and your others contents related.

4.1.6.2 Content Tree

In this option you can access to the principal contents to use in the site, these contents are organized in group based in content types.

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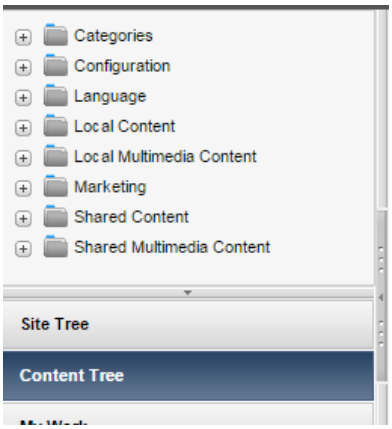

Figure 17: Site Content Tree

This options shows the groups of the final contents, to see the final contents you must select the parent group and then, you can see the final contents in a Browse tab in the central panel. These results could be moved to the right panel as the Search tab.

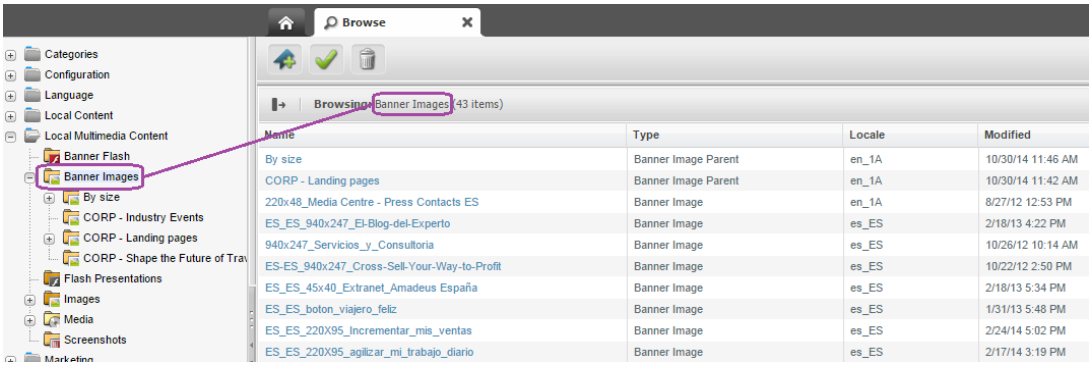

Figure 18: Detail for the parent "Banner Images", list of items related in the Browse tab

If the parent selected has not directly final contents in this site the browse tab opened will show the message "No results found.", but it is possible that the same parent has final contents in other site.

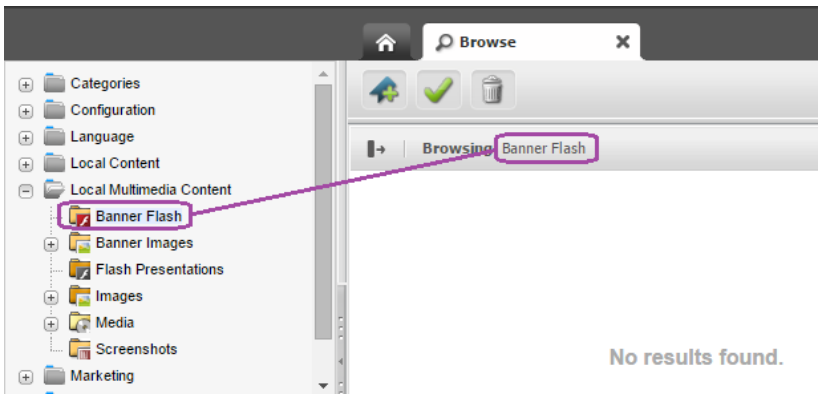

Figure 19: Detail of the parent "Banner Flash", no contents related to this parent

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The most important options in the Content Tree are:

4.1.6.2.1 Categories

This tree contains the categories available in the CMS, tree-structured. These categories are used to provide information about each of the elements of the site.

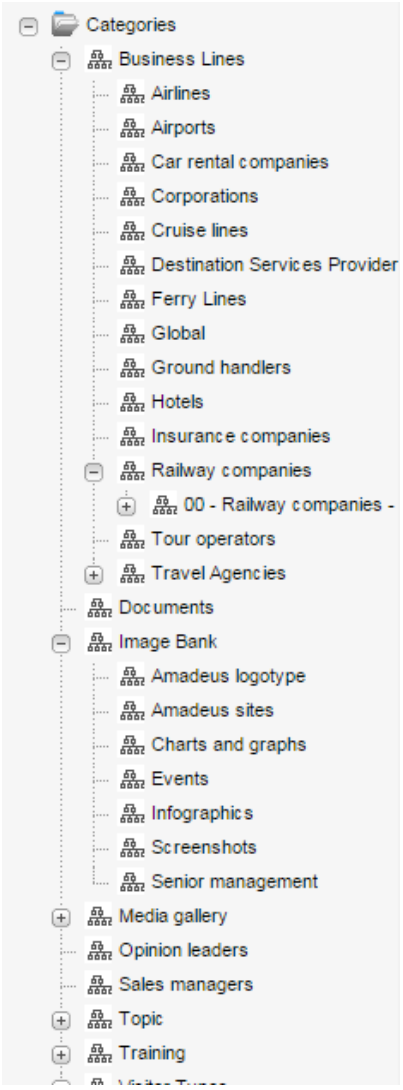

Figure 20: Categories

4.1.6.2.2 Local Multimedia Content

This tree contains a tree structure with all the assets in the site belonging to each of the Amadeus Multimedia Asset types. The Local Multimedia tab shows the asset created in the current site.

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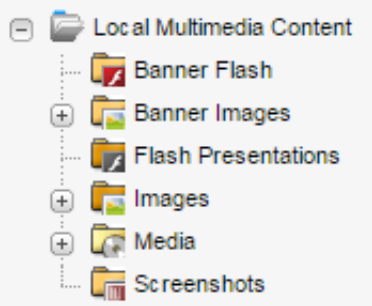

Figure 21: Local Multimedia Content

In this tree you can see listed the parent contents, if you want to see the final contents you must select a parent and then you will see the contents related under this parent in the tab "Browse" in the central panel.

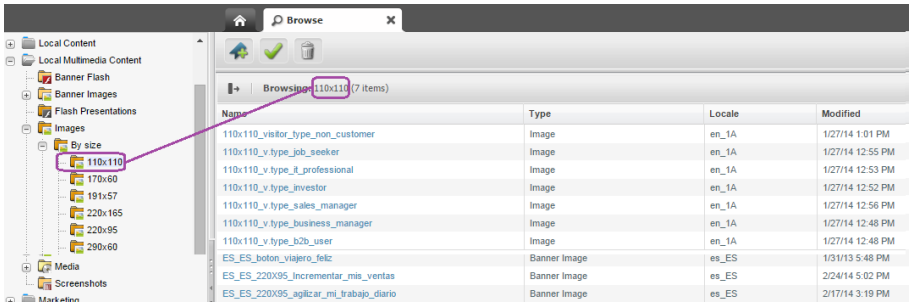

Figure 22: Detail of the parent "110x110", list of items related in the Browse tab

4.1.6.2.3 Local Content

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This tree contains a tree structure with all the assets in the site belonging to each of the Amadeus Content Asset types. The Local Content tab shows the asset created in the current site.

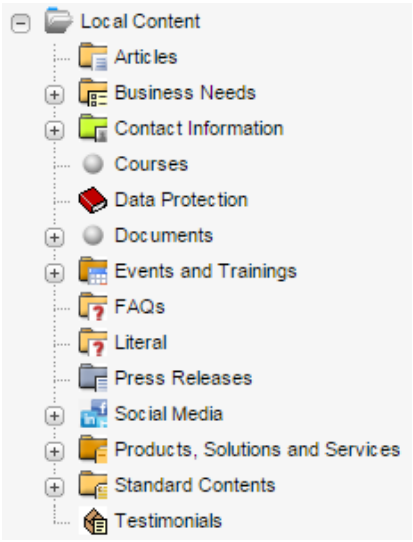

Figure 23: Local Content

In this tree you can see listed the parent contents, if you want to see the final contents you must select a parent and then you will see the contents related under this parent in the tab "Browse" in the central panel.

4.1.6.2.4 Shared Multimedia Content

This tree contains a tree structure, based in asset types, of all the assets, from the Amadeus Content Asset types, created in another site and shared with the current one. All assets available in this tab can be used in the current site.

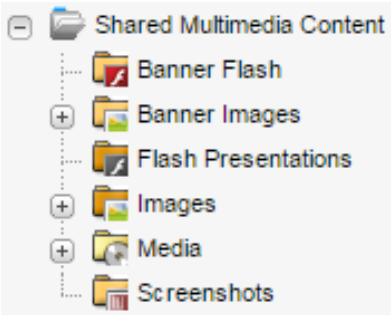

Figure 24: Shared Multimedia Content

In this tree you can see listed the parent contents, if you want to see the final contents you must select a parent and then you will see the contents related under this parent in the tab "Browse" in the central panel.

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4.1.6.2.5 Shared Content

This tree contains a tree structure, based in asset types, of all the assets, from the Amadeus Multimedia Asset types, created in another site and shared with the current one. All assets available in this tab can be used in the current site.

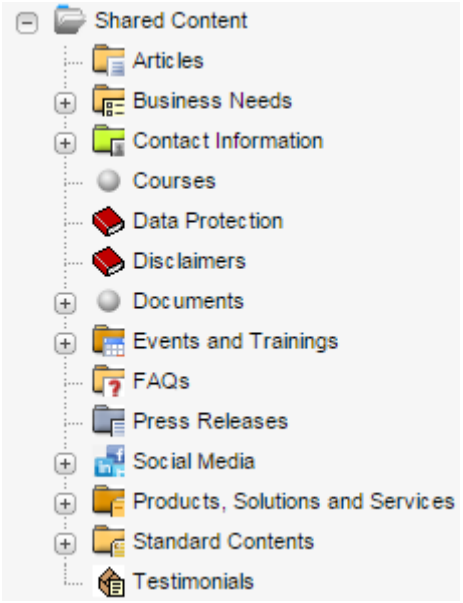

Figure 25: Shared Content

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In this tree you can see listed the parent contents, if you want to see the final contents you must select a parent and then you will see the contents related under this parent in the tab "Browse" in the central panel.

4.1.6.3 My Work

In this option can see the list of bookmarks contents by the user and the history of the contents used by the user in the actual session for this site.

4.1.6.4 Marketing Tree

This options show the marketing contents for the actual site: promotions, segments, recommendation.

4.1.7 Main Panel

The main panel is the section of the screen that displays by default to access to the Contributor Interface, content and information related to the task the user is currently developing.

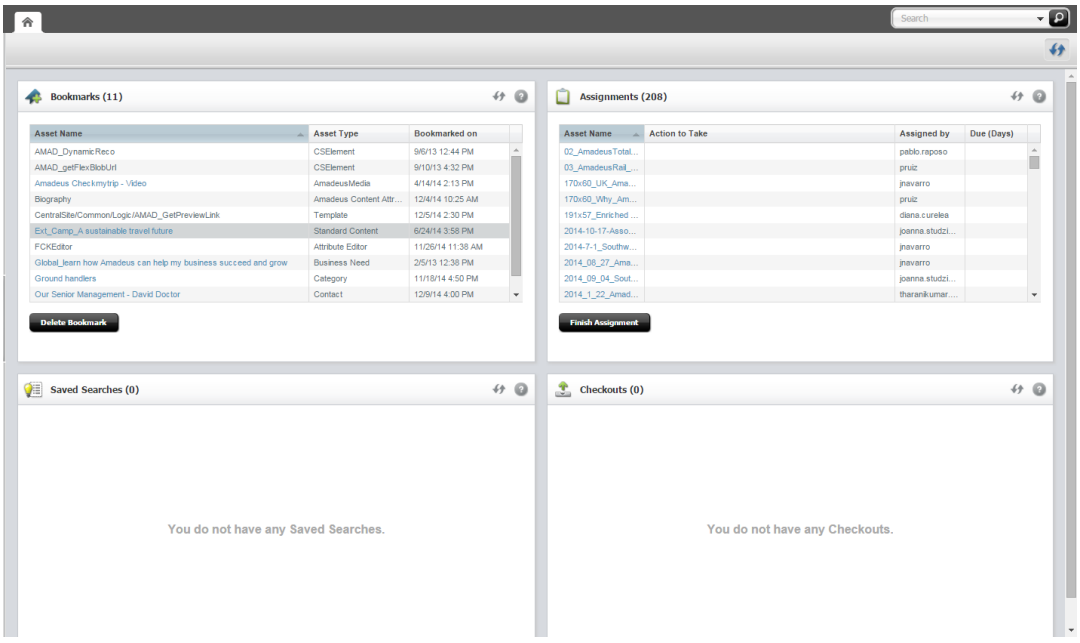

Figure 26: Main Panel view

"Bookmarks" is a list of contents marked by the user to ease access in a personal list of "favourite contents".

"Assignments" contains the list of assets that are currently assigned to the user. In other words, the list of assets that need action from the user.

"My Checkouts" contains the list of assets that are currently checked out by the user. While an asset is checked out, only the user who made the checkout can edit the asset.

"Saved Searches" is a list of searches saved by the user.

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4.2 Creating Content Assets

To create an asset of the desired type, user must follow a series of steps:

1. Click on the Content item in the menu tool bar and select the “New” option and select the asset type wish to be created. Users will see different lists of asset types depending on the roles assigned and the Site selected.

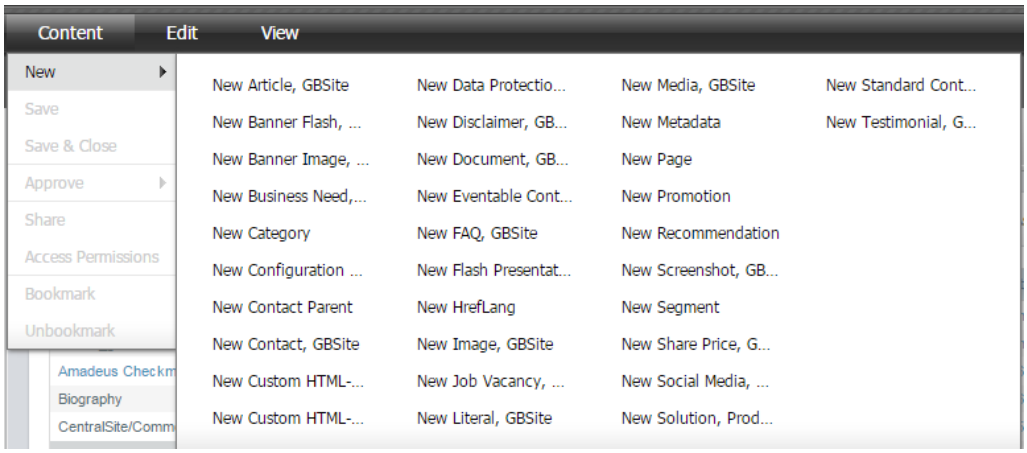

Figure 27: Asset type selection screen

2. Fill all desired fields of the form displayed, noticing that some fields are mandatory. These fields are marked with a red asterisk (*) If the user leaves the mouse over the blue question mark icon, a small tooltip with more information about each field will be displayed.

Figure 28: Some input fields

In the creation screen in the central panel there are some tabs to group the asset information:

- Content: The general information or data of the asset used to show or group in the structure.
- Marketing: Information related to marketing values, if applicable (ratings, segments).
- Metadata: The information to describe the asset (description, locale).
- URL: Information related to URL to describe the asset, if applicable.

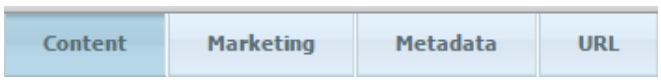

Figure 29: Tabs in creation, edition or inspect assets

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3. Once all content is ready, click on the “Save” button that will save the new asset into the system. Otherwise user can cancel the creation of the new asset by clicking the “Inspect” button for back to inspect view of the content, or clicking the “Refresh” button to back to the form edit view of the content undo the changes.

Figure 30: The Inspect, Save and Refresh button

Once this is done, the system will display again the “Edit” view of the content, and the mark of modified in their tab disappear.

Figure 31: Tab of a content not saved

The views of an asset can change using the Inspect or Edit buttons.

Figure 32: The Inspect, and Edit button

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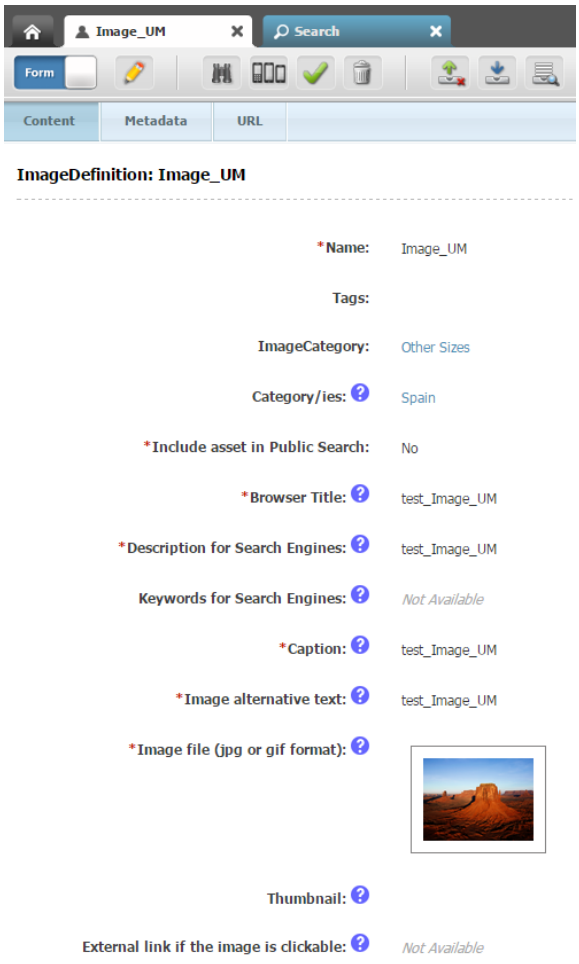

Figure 33: Inspect view of an asset

Users will notice that the inspect view displays more information than the Creation form. This is because the system will add extra information to each asset needed for internal use or for auto generated values. This information cannot be modified by users and will be updated every time an asset is created or edited.

4.2.1 Form data. Attribute editors.

Most of the form fields to be filled display a simple text box user can fill, but there are certain fields that use a different way of receiving information.

Figure 34: Basic text input

The elements used for these different inputs are called Attribute Editors. Here is a description of all possible attribute editors implemented in WebCenter Sites.

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4.2.1.1 Date field:

When the input needed is a date, we display a simple Date selection widget. This widget allows users to visually select a date by clicking on the calendar icon.

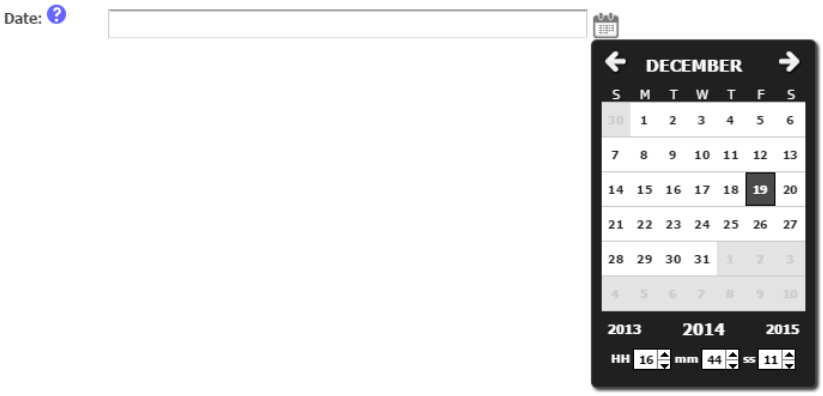

Figure 35: Date selection widget

4.2.1.2 Long plain text field

Some texts may admit a bigger number of characters, or some basic formats like paragraphs. For this purpose there is a bigger text box.

Figure 36: Long plain text editor

4.2.1.3 Rich text field

When more format features are necessary, there is a rich text editor that gives users more power to edit and decide the style of the texts. This editor can also manage HTML code, so it adds a lot of features. You can identify an attribute that uses the Rich Text Editor because the text box is wider than the plain text box.

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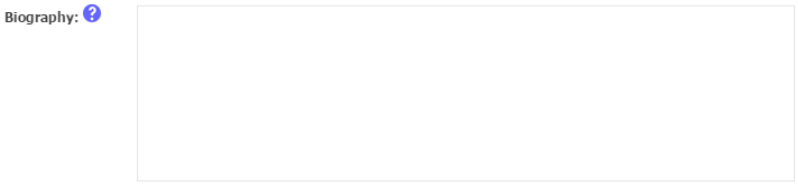

Figure 37: Rich Text Editor waiting to be loaded

To give better performance to the form pages, the Rich Text Editor stays deactivated until the user clicks within the text box. In that moment, the Editor loads and all toolbars and features appear

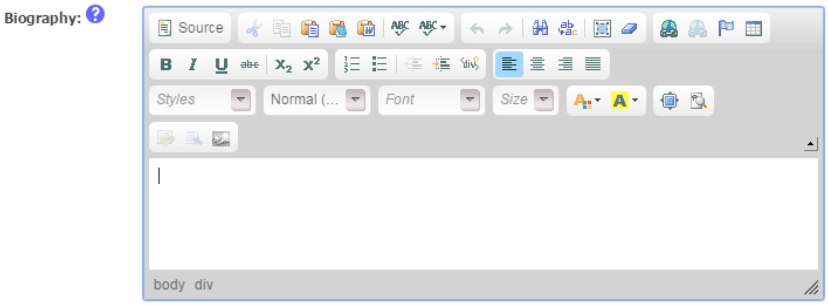

Figure 38: Rich Text Editor, fully loaded

4.2.1.4 Asset selection field

There are some fields in which users must select existing assets, for example as related contents, or while choosing the Categories for an asset. In these cases, WebCenter Sites provides a simple way to select assets. It displays a "Drag-and-Drop" zone that users can use to move the desired asset from the left or right zones.

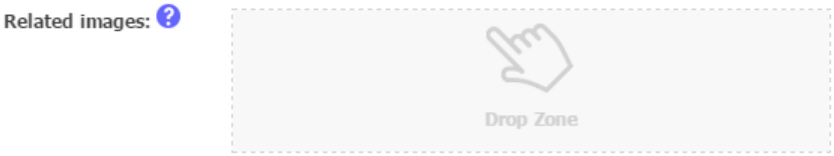

Figure 39: Asset selection field without asset selected

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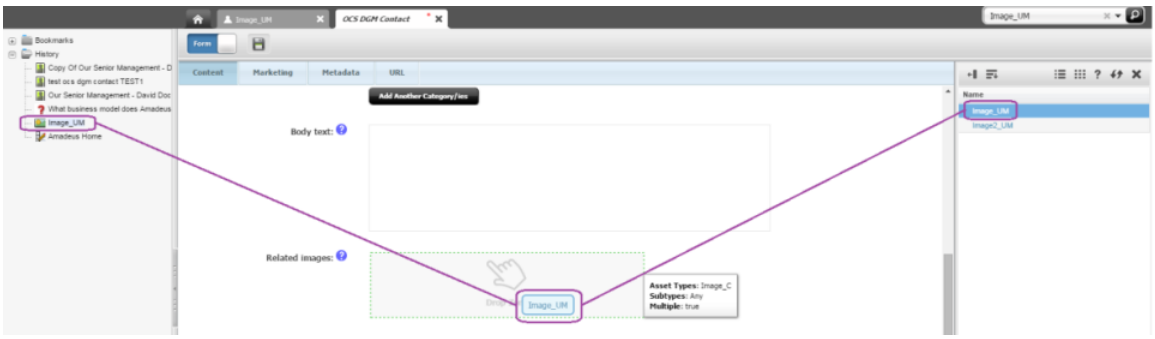

Figure 40: Action of drag and drop an asset in an asset selection field

Depending on the field, the system will allow one or more assets to be selected this way. When the order of the assets may be taken into consideration, the system allow to insert a content in a specific position or move the content into the list.

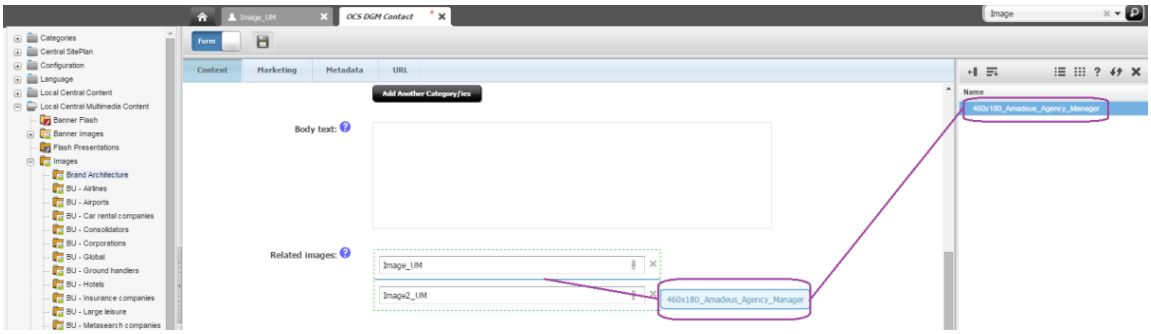

Figure 41: Multiple and ordered asset selection box

4.2.1.5 File uploading field

Sometimes users must upload directly other files different from images from their computers to the system. For this, there is a specific "Browse" file button that will allow users to select the desired file from their machines and upload it to the system. Please notice that not all file formats are allowed. Standard files (like Office files, PDF, flash files, etc.) are allowed.

Figure 42: Upload file element

4.2.1.6 Google maps selection

When assets require a map, there is a Google Map widget that allows users to select an address and verify if it's correct. First users must introduce the address in the line.

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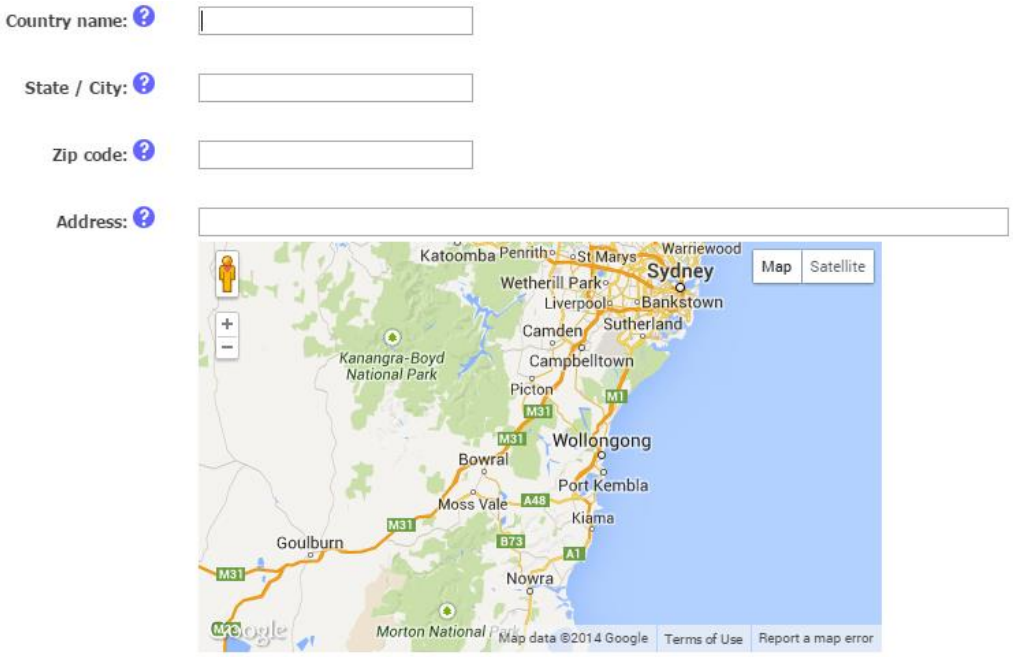

Figure 43: Empty Google Maps widget with the address field filled

When users click outside the address line, the map box will display the closes search result to the address introduced. Users should try to be as precise as possible with the address, and include zip code, city and country if possible.

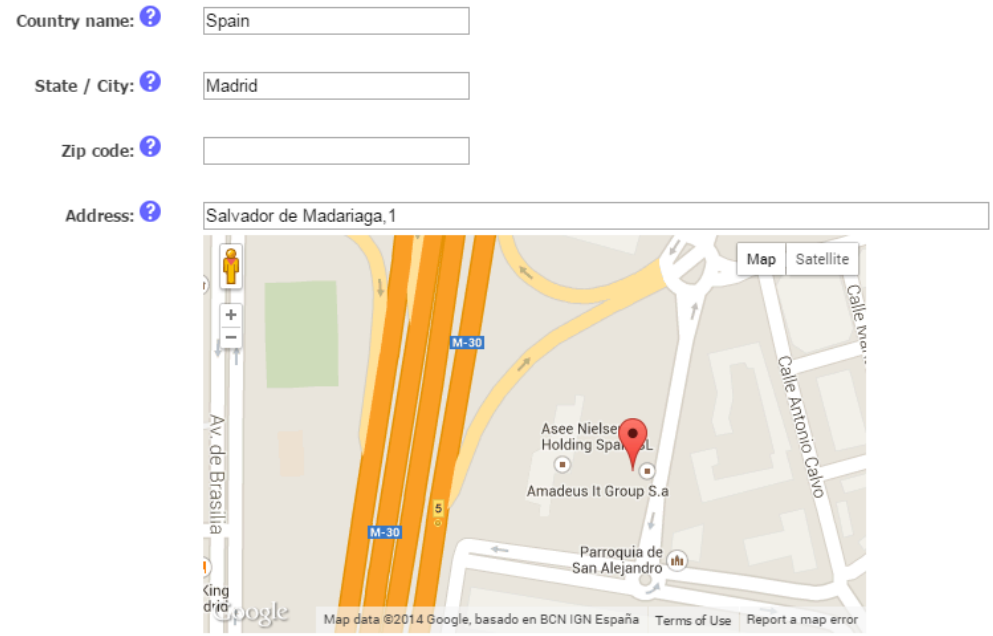

Figure 44: After clicking outside the address line, the map shows the best result.

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In the product asset type, there is a special widget that should display the list of countries where the product is available. This field has to be filled with the list of country names, in English, and separated by semicolons (;)

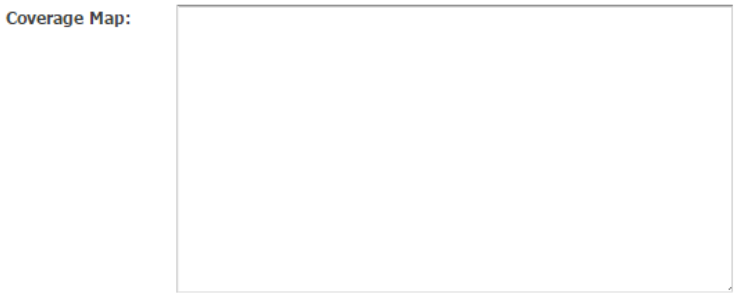

Figure 45: Coverage map field

4.2.2 Revision Tracking

WebCenter Sites can track and recall changes made to assets. This feature is called Revision Tracking, and allow users to perform the following operations:

- Check out an asset, which prevents others from modifying or deleting it until the original user checks it back in.
- Review the changes made to an asset.
- Restore an asset to a previous version (rollback).

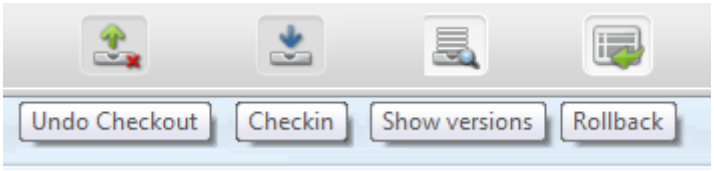

Figure 46: Principal Revision Tracking buttons.

4.2.2.1 Check in and Check out

To work with an asset when revision tracking is enabled:

1. User checks the asset out from the database.

An asset can be checked out to only one user at a time. This means that when an asset is checked out to any user, only that user can edit it, delete it, or assign it to a workflow. If any user opens an asset for editing without deliberately checking it out first, WebCenter Sites checks it out to that user automatically.

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2. After any user has edited an asset, he or she checks it back in.

Checking in saves a new version of the asset, but does not overwrite the earlier

Versions stored in the CS database unless the maximum number of allowed revisions is reached (20). When checked in, the asset becomes available for editing to other users. If any user is working on an asset that was checked out to him/her automatically, WebCenter Sites checks it back in automatically when you save the asset. If the user don't save while editing a checked out asset, the asset is NOT checked back in automatically.

4.2.2.2 Archive Options

Users can check in an asset so they have an archived version saved, but keep it checked out to continue their work on it without other users changing it.

4.2.2.3 Cancelling Checkout

If any user checks out an asset and then decides that he or she doesn't want to save the changes just made to it, or if he or she checked an asset out by mistake, he or she can undo the checkout. In such cases, WebCenter Sites does not store a new version of the asset, nor make a record of the checkout in the database.

4.2.2.4 Rollback with Revision History

If, after checking an asset in, any user decides that he or she doesn't want to keep the changes made to it, he or she can roll the asset back to any of its stored previous versions by using the Rollback function. Any user can also view the asset's version history.

Figure 47: Revision History Report

When any user clicks on the Revision History button, the above report will be displayed. This report shows the details of all the stored versions of an asset, and can also show the contents of each version by clicking in the magnifying glass icon next to each version.

4.3 Translating content

Every site has a set of languages available. They are called Dimensions. Any user with enough privileges to create assets can also translate them into any of the available dimensions in the site. The Central Repository has 6 dimension (English Central, French Central, German Central, Spanish

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Central, Italian Central and Portuguese Central). Each of the ACOs will have the local languages and at least one central dimension.

When a user translates an asset, WebCenter Sites creates a new asset of the same type as the translated one, and gives the user the opportunity to complete the translation selecting a new dimension for the translated asset. When the translation is saved, it's a completely different asset from the original one, but keeps a relation with it.

In a set of translated versions of the same asset, one will be the master asset. Usually this asset is the first that was created, and all translations are created after it.

To translate an asset, users must follow these steps:

1. Set a locale to the asset in the Metadata Tab and save the asset.

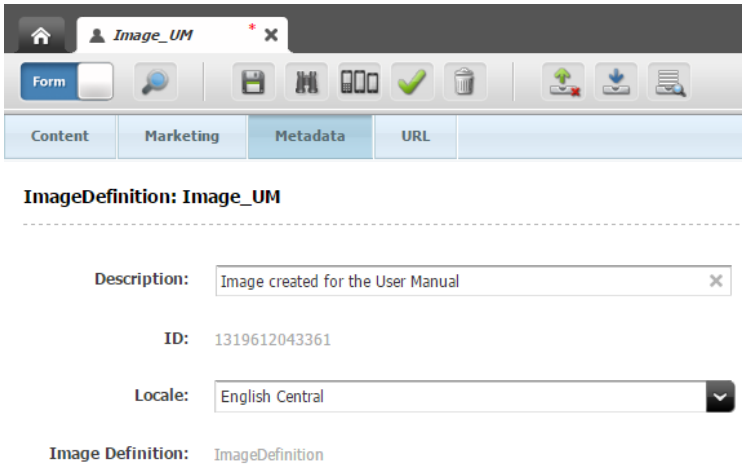

Figure 48: Set a Locale for an asset

2. Go to the Inspect view for this asset, and in the Metadata tab of the asset, you can find the translations for the asset. There will appear all the available translations and dimensions.

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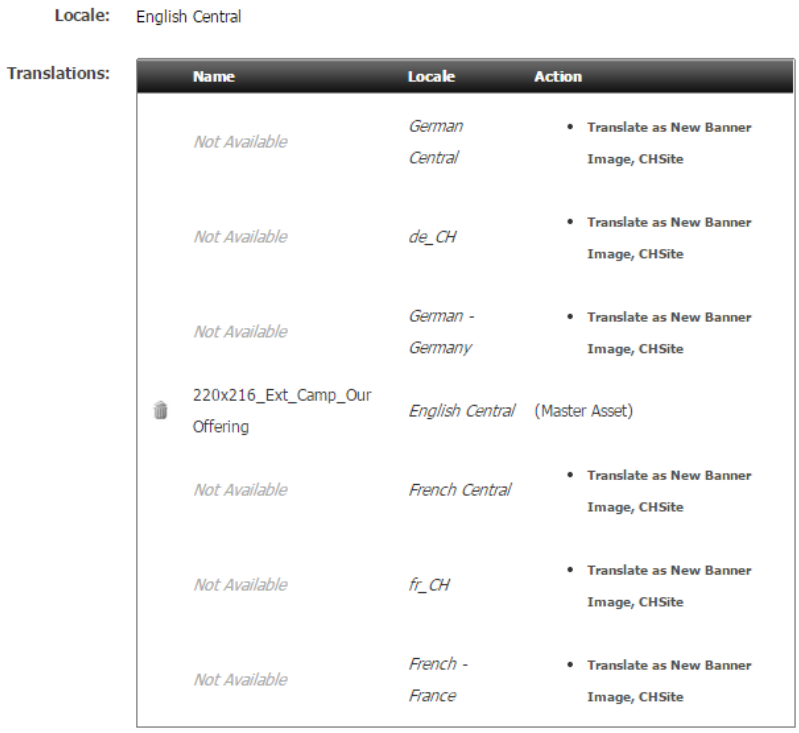

Figure 49: Translates for an asset

3. Find the Dimension to translate the asset into, and click on “Translate”.
4. A new copy of the asset will appear, with all the original content except the name, and with the new dimension selected.
5. Translate all the desired fields, and save the assets.

4.4 Relating Content

WebCenter Sites allows users to establish relations among contents. These relations are basic while understanding content to build the site. For example, if a product or a service solves a business need, the information architecture represents that by relating the product or service asset to the business need asset. In this case, the product or service is related to the need.

This relation is not equal. This means that if an asset is related to another, one acts like father and the other as child. In the previous example, the Business need is the father, and the products and services that solve the need are children of the need.

The relation is established in the father. Almost all assets have at least one relation field. WebCenter Sites allows to give names to different types of relations for a clearer understanding. These names appear in the asset selection field

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Figure 50: In this case, the relation is identified as "Promo Banner", one BannerImage content could be related

A special case of relation used in WebCenter Sites is the "Internal Link" relation. Users can establish this relation when they want to represent a link to another element (page, other asset) in WebCenter Sites. For example, to establish a link from a BannerImage asset to another page in the same site, users should look for the page in the tabs and add it as related content to the banner, in the Internal Link relation field.

4.5 Approving/Rejecting and Publishing content

To ensure that all content is correct and has been reviewed, a very restrictive workflow has been implemented in WebCenter Sites.

The workflow is based on the roles of users, and forces assets to move thru all steps to make its way to the live site.

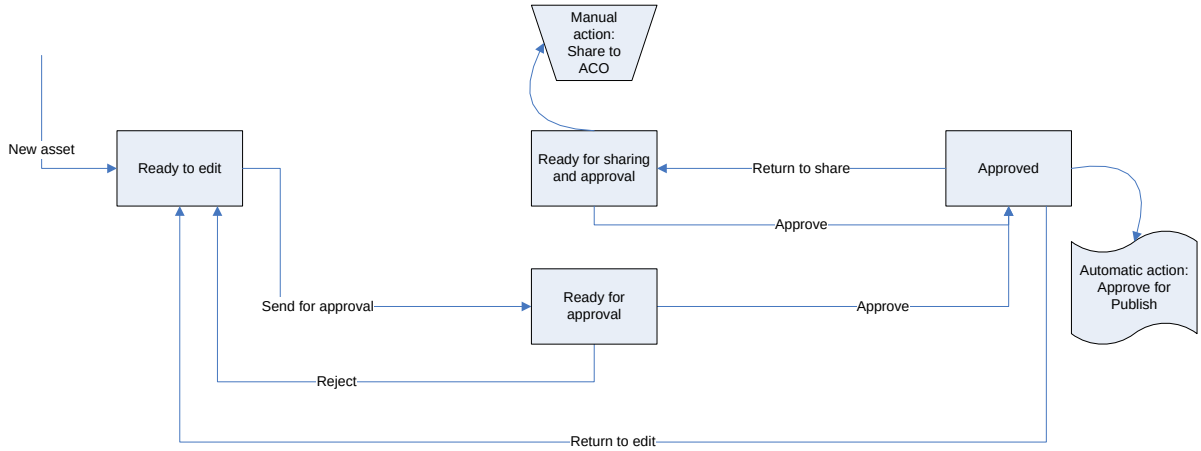

Figure 51: Graphical representation of the Workflow

When a user creates an asset, it's automatically added to a workflow and put in the "Ready to edit" status. When the user saves it, the asset remains in that status until the user indicates that he or she has finished his/her assignment. To do so, user must click on the "Status" of the asset into the top toolbar menu, View option.

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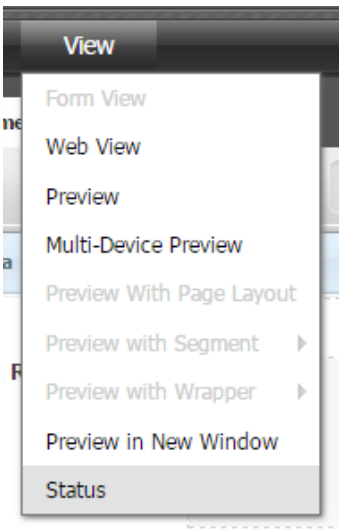

Figure 52: Status element in the top toolbar menu

The user will see a page that contains information about the workflow and the status of the asset, and another drop-down menu with the available options he or she has.

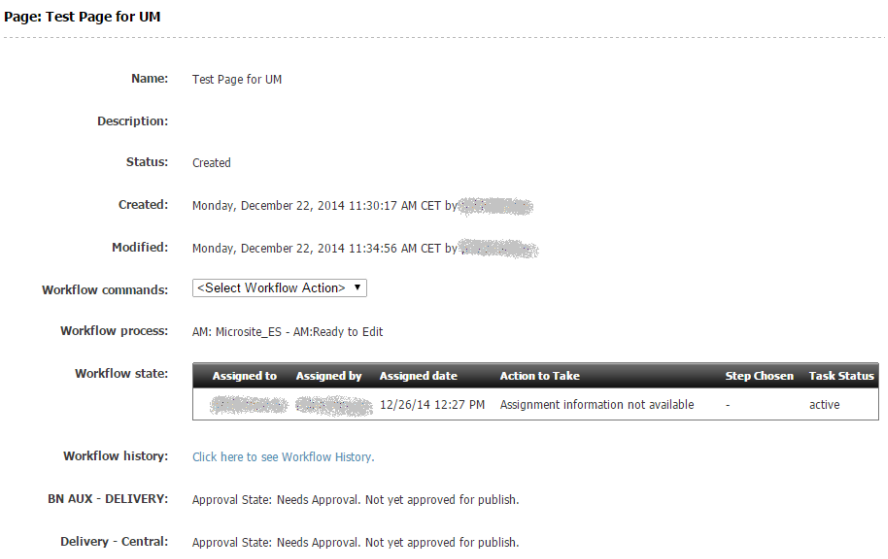
Page: Test Page for UM
Name: Test Page for UM
Description:
Status: Created
Created: Monday, December 22, 2014 11:30:17 AM CET by
Modified: Monday, December 22, 2014 11:34:56 AM CET by
Workflow commands: <Select Workflow Action>
Workflow process: AM: Microsite_ES - AM:Ready to Edit
Workflow state:
Assigned to
Assigned by
Assigned date
Action to Take
Step Chosen
Task Status
12/26/14 12:27 PM
Assignment information not available
-
active
Workflow history: Click here to see Workflow History.
BN AUX - DELIVERY: Approval State: Needs Approval. Not yet approved for publish.
Delivery - Central: Approval State: Needs Approval. Not yet approved for publish.

Figure 53: Status screen. Asset is ready to Edit

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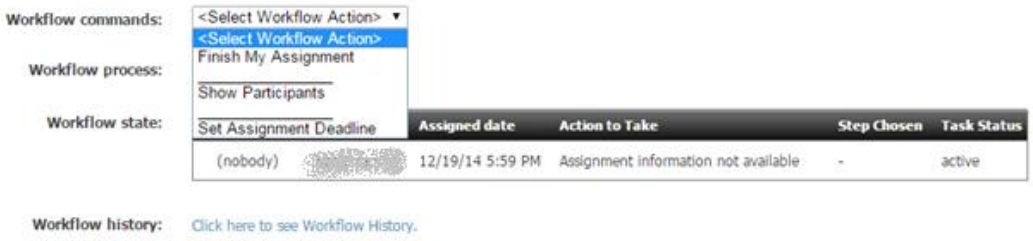

Figure 54: "Finish my assignment" option in the drop-down menu

When the user finish the assignment, the asset will be automatically moved to the next status (Ready for Approval) and assigned to all the approvers with permissions to approve assets in that workflow. Those users should review the asset, and decide if it's ready to be published.

When the approvers execute the same "Finish my assignment" operation, they will see a selection screen. They'll have to decide if they approve the asset or not.

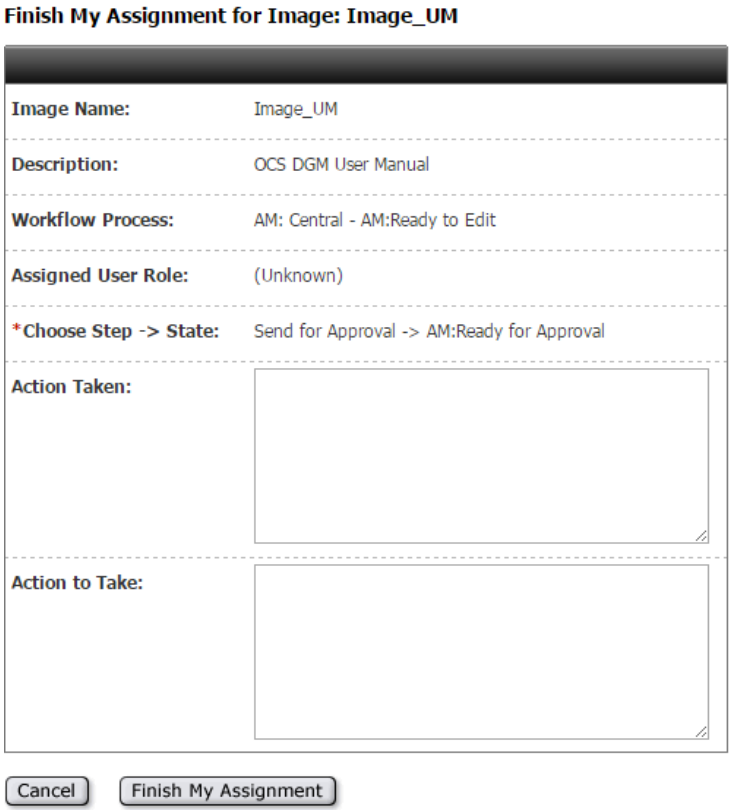

Figure 55: Approve / Reject selection screen

If they reject the asset, it will be moved back to Ready to edit status, and the content creators will have to change whatever the approved indicates and repeat the process.

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If they approve the asset, it will be automatically added to the publishing queue. The system automatically publishes all content in the queue every 10 minutes.

4.6 Sharing content

WebCenter Sites allows users to share content among different sites. With this feature, users can reuse content generated in other sites and translate it or use it as it comes.

To avoid the sharing of wrong versions of assets, the sharing option is also controlled by the workflow. There are two scenarios to be detailed here: a user from Central Site who shares content with some ACOs, and a user from an ACO site who wants to use Central content in his or her site.

Although the requirements for each scenario are different, the way to share a content is the same. Users must access the top toolbar menu while inspecting the asset to share, and select the "Share" option into the Content option.

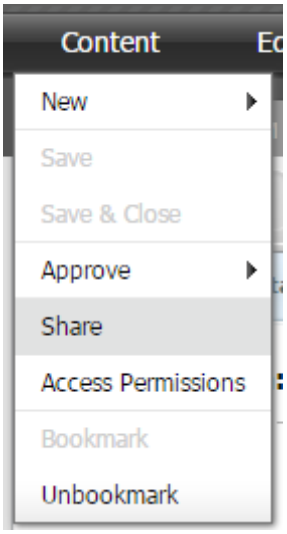

Figure 56: Share option in the top toolbar menu

After that, the system will present the list of sites that user has access to. Then he or she will have to mark each desired country and move to the share box using the arrow. Once saved, the asset will be available in that country.

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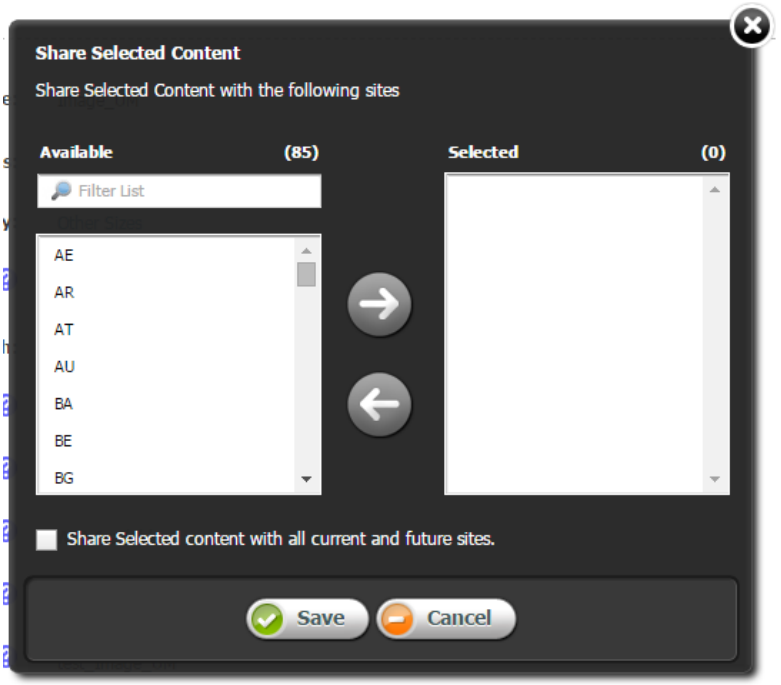

Figure 57: Site selection screen

Although the asset is available in the selected countries, it won't appear in the live version of the site until the asset is approved for publishing again. This gives time to the ACO users to translate or localize the asset.

4.6.1.1 Scenario 1. A Central Site user wants to share an asset with ACO sites.

In this case, the user must first identify the asset and access to the inspect view. Then check the workflow status of the asset. It must be in "Ready for Approval" status. Then select "Share" from the top toolbar menu, and select the countries. Now if he or she wants and has enough privileges to do it, will be able to approve the asset for publishing.

4.6.1.2 Scenario 2. An ACO user wants to share a Central content with his/her site.

In this case, the main difference is that the ACO user has to log in the CentralSite repository, and repeat the process. He or she will be able to do this operation only if the asset is in "Approved" status, or "Ready for Approval" status if the asset has been previously approved. If the asset is "Approved" the user will have to finish his/her assignment and the asset will be moved to the "Ready for Approval" status. Then the user will be able to access the "Share" option in the top toolbar menu, and select his/her country. Now the asset will be available in his or her site, but will have to wait for a Central Approver to re-approve the asset to have it live in his or her site.

5 Visitor types and content categorization – Engage

WebCenter Sites includes a very powerful tool that allows content customization based on history navigation and other elements. This tool is called Engage.

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Engage saves information about previous visits of visitors to decide how to categorize them, and once the visitor is profiled this way, certain elements in the site will adapt its content to the profile of the visitor. Engage is based in 3 elements that are described below. Segments, Recommendations and Promotions.

5.1.1 User Segments

To decide the content that better suits the visitor, Engage profiles visitors by including them in one or more segments. Currently, there are 39 segments available in the system. One per Industry segment / subsegment (Travel Agencies, Cruise Lines, Hotels, Corporate Travel Agencies…) and one per visitor type (Business Manager, IT Professional, Job Seeker…). At any given time, any visitor can be included in no more than 1 segments of each type, so if the system has all the information of a visitor, it will know its visitor type and the segment he's interested in.

The segments correspond directly with one of the categories available in the system. When an asset is categorized as "Travel Agencies", the system assumes that it means that the asset may be interesting for visitors in the "Travel Agencies" segment.

A visitor is added to a segment when he or she clicks a number of times in specific links in the site. These links have an internal function that stores a value in the visitor's history. Every time the visitor clicks in those links, an entry is stored in a database, containing the segment and a numeric visitor ID (anonymous).

When the visitor opens a page with Engage-dependent elements, the system calculates the segments for that user by counting the number of times he or she clicked in tagged links, and calls to the next Engage element, a Recommendation, to decide what to show in that position.

5.1.2 Recommendations

A recommendation is an asset that contains the assets that can be displayed in a certain element, and returns them in the correct order to be displayed. Every Engage-dependent element in the site has a recommendation associated that tells the system what to show. In the following sections, when the site structure is described and pages are explained, all the recommendation names are mentioned together with the element ruled by each of them.

There are two types of recommendations. Fixed-list recommendations and dynamic recommendations.

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Fixed-list recommendations contain static lists of assets, and the recommendation will return all of them in the correct order. The element in the page then will take the number of results it needs, and will show them. The static list can be edited by users anytime.

Dynamic recommendations are based in a specific search engine (called the Engage engine) that searches for all available assets of the needed type and returns them in the right order depending on the segments of the user. As this recommendations search the whole database for available assets, the list returned cannot be edited by users.

5.1.3 Promotions

Sometimes users can decide to ignore the result of a recommendation and fill certain Engage spaces with special announcements, new products or updated reports. Engage has a simple way of doing it. It's called a Promotion.

Promotions are lists of assets that override the result of a recommendation in a certain period of time (if defined). By this tool, a user can define what to show in a certain position independently of what the recommendation says, by providing the asset or assets to be displayed, and the recommendation to be overridden.

6 Site Structure

6.1 Creating Pages and Sections

Users can create pages at any time, by selecting New -> Page and filling the proper information. The most important information to provide is the name, subtype and template, and the content if needed. In the section "Configuration of an ACO site", the different subtypes, templates and data needed is detailed.

Pages must be set in a hierarchical order to create the different site sections and subsections. To do so, WebCenter Sites uses the "Place page" concept. The idea is that a page can be "placed" under other page (or under the site node, that acts as root of the site tree) and Pages can have as many children, grand-children, etc., as needed.

To place a page under another one, you must select the page, in the unplaced or placed pages into the Site Tree, or Search Results screen and using the drag-and-drop, move it between the pages into the site tree to their final position.

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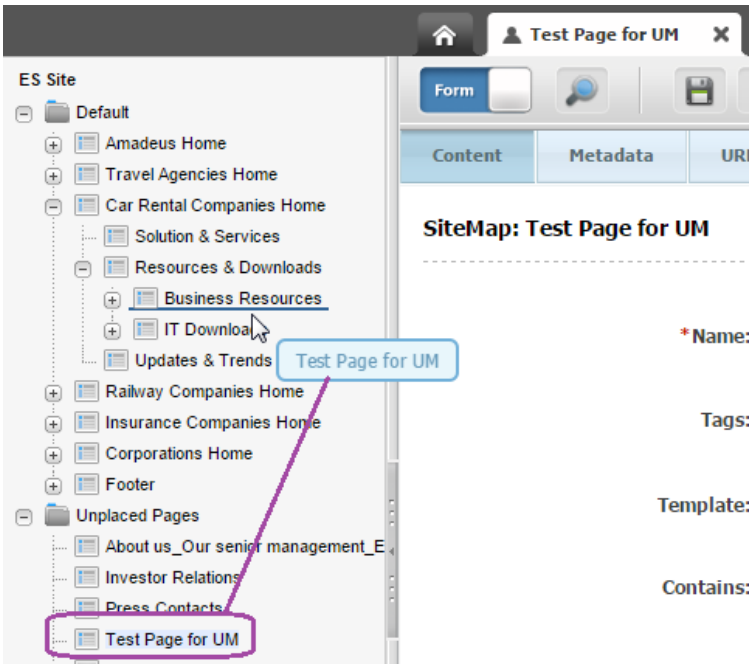

Figure 58: Selection screen for placing a page under the Business Resources Page

6.2 Site Plan

Once all relevant pages are placed in the right position, we can see the site plan (in the Site Tree, left navigation element). This plan is shown like an upside-down tree, with the final structure within the "Placed pages" node. Below the complete structure, there is another node ("Unplaced Pages") with all the pages that are not yet in the site structure. Every ACO site is provided with the necessary structure, and it's detailed in the ACO Site Configuration section of this document.

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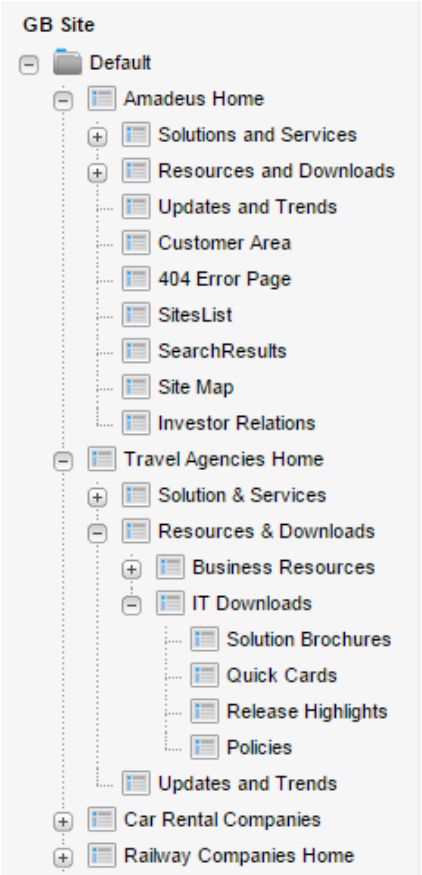

Figure 59: Partial view of the Site Plan of a fully configured ACO site.

7 Workflows

WebCenter Sites uses workflows to define the status of an asset, and what users can or cannot do in each status, depending on their roles and permissions. An asset is put into a workflow when it's created.

Each ACO site has its own workflow, and there are several workflows in Central Site (one per Business Line). Although they are different in certain aspects, the workflow structure is the same in all of them

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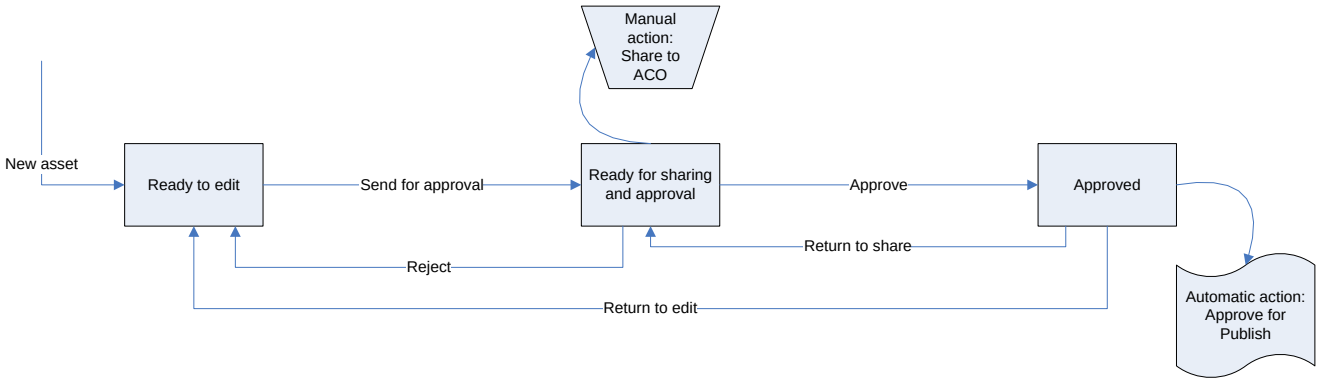

Figure 60: Workflow steps and actions

For more information of what can be done or not, and how to move an asset in the workflow, see section "Approving/Rejecting and Publishing content" above.

7.1 Roles and Rights

There are 4 roles defined per workflow. These roles are:

7.1.1 Content Reader

With this role, a user can view all content within his/her scope, but he/she cannot edit any of the content.

7.1.2 Content Author

With this role, a user can create new content from scratch, or translate any content previously shared by other sites.

7.1.3 Content Approver

With this role, a user can create new content, translate existing contents, but also can approve content created by others to be published, or reject the same content so the Author can modify it.

7.1.4 ACO Sharer

With this role, a user has the same access than a Content Reader but also can move an approved asset from Central Site back to "Ready for Approval" status and share the asset with his / her ACO site.

7.1.5 Other rights

Also, there are other operations (translate, share, rollback, etc.) that depend on the role of the user and status of the asset to be allowed or not. If you think you should be able to perform an operation and the system tells that you don't have enough privileges, please contact WMKT team.

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8 Visitor redirection by Geolocalization

There is a geolocalization system in place in Amadeus servers. If a visitor from an ACO already migrated to WebCenter Sites types www.amadeus.com in his / her browser, our servers will redirect him or her to the local ACO site.

9 Assets

9.1 List of available asset types

9.1.1 Article

Family: Basic Content (Under Content / Shared Content)

Subtypes: None

Description: This asset contains information about articles featured in other media (web pages, newspapers or magazines).

9.1.2 Banner Flash

Family: Multimedia Content (Under Multimedia Content / Shared Multimedia Content)

Subtypes: None

Description: This asset contains a banner in Flash format. Currently not used

9.1.3 Banner Image

Family: Multimedia Content (Under Multimedia Content / Shared Multimedia Content)

Subtypes: None

Description: This asset contains an image to be used as banner. It can have internal or external links.

9.1.4 Business Need

Family: Basic Content (Under Content / Shared Content)

Subtypes: None

Description: This asset contains all the information related to a Business Need. It will have related all the products, services and solutions that solve the need.

9.1.5 Contact Information

Family: Basic Content (Under Content / Shared Content)

Subtypes: Contact / Company

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Description: This asset contains all the information related to a contact, either a person or a company.

9.1.6 Data Protection

Family: Basic Content (Under Content / Shared Content)

Subtypes: None

Description: This asset contains the texts displayed as Data protection information and disclaimers.

9.1.7 Document

Family: Basic Content (Under Content / Shared Content)

Subtypes: Brochure, Case Study, Magazine, Market Report, Policy, Press Kit, Quick Card, Release Highlights, Sales Sheet, Whitepaper and Standard Document (for all other types of documents)

Description: This asset contains all the information related to a document, including the document itself attached to it.

9.1.8 Event and Training

Family: Basic Content (Under Content / Shared Content)

Subtypes: Event / Training

Description: This asset contains information about events or trainings, including dates, agendas, location (with maps), etc.

9.1.9 FAQ

Family: Basic Content (Under Content / Shared Content)

Subtypes: None

Description: This asset contains a question and its answer for the FAQ section.

9.1.10 Image

Family: Multimedia Content (Under Multimedia Content / Shared Multimedia Content)

Subtypes: None

Description: This asset contains information about an image, and the image itself. It can have as related assets other versions (different format or resolution) of the same image. Also it contains a field to make it visible in the Media Centre or not.

9.1.11 Literal

Family: Basic Content (Under Content / Shared Content)

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Subtypes: None

Description: This asset contains a text string that can have or not a link, either internal or external.

9.1.12 Media

Family: Multimedia Content (Under Multimedia Content / Shared Multimedia Content)

Subtypes: Demo / Video / Podcast

Description: This asset contains all the information about a media file, including the file itself or a link to it. It can be a Flash demo, a video in FLV format (or a link to YouTube) or an MP3 audio file for podcasts. Also it contains a field to make it visible in the Media Centre or not.

9.1.13 Press Release

Family: Basic Content (Under Content / Shared Content)

Subtypes: None

Description: This asset contains a press release, including the text, attached files and images.

9.1.14 Social Media

Family: Basic Content (Under Content / Shared Content)

Subtypes: Blog / Facebook / Twitter / LinkedIn / YouTube

Description: This asset contains all the information about an Amadeus account in a Social Network, or a link to an Amadeus Blog. In the case of Facebook, Twitter or YouTube, the main information is the account name, and it has to appear exactly as in the social network website. In the case of LinkedIn, the account name is the numeric ID of the company as appears in the LinkedIn URL, and in the blogs, there is a field for the blog link.

9.1.15 Screenshot

Family: Multimedia Content (Under Multimedia Content / Shared Multimedia Content)

Subtypes: None

Description: This asset contains a screenshot image of a product. It's usually related to the product itself.

9.1.16 Product, solution or service

Family: Basic Content (Under Content / Shared Content)

Subtypes: Product / Service / Solution

Description: This asset contains all information related to a product, service or solution, including description, benefits, screenshots, demos, and an availability map.

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9.1.17 Standard Content

Family: Basic Content (Under Content / Shared Content)

Subtypes: None

Description: This asset is used for other contents that don't fit the other types

9.1.18 Testimonial

Family: Basic Content (Under Content / Shared Content)

Subtypes: None

Description: This asset contains a testimonial about a product or service, with information about the person or company who gave the testimonial.

9.2 Categories

There are 5 types of categories defined in the system. Business Lines, Visitor types, Topic, Media Gallery and Image Bank.

9.2.1 Business Lines

Possible values are Airlines, Airports, Car Rental Companies, Corporations, Cruise Lines, Destination Services Providers, Ferry Lines, Hotels, Insurance Companies, Railway Companies, Tour Operators and Travel Agencies.

Within Railway Companies, there is a subcategory called Railway Products, split in 9 values: Trip planning and pricing, Booking, Ticketing and reservation, Check-in and Boarding, Pre-trip, On the move, Post-trip, Invoicing, payment and accounting, and Business Intelligence. These categories are reserved for assets of the subtype Products, categorized also as Railway Companies.

Within Travel Agencies there are sub-segments: Business Travel Agencies, Consolidators, Leisure travel agencies, Online travel agencies, Single-site travel agencies, Travel management companies and Travel search companies. Also, there is a subcategory called Travel Agencies Products, split in 4 values: Business management, Distribution and content, Sales and e-commerce, and Services and consulting. These categories are reserved for assets of the subtype Products, categorized also as Travel Agencies and/or any of the subsegments.

Also, there is a specific category called Global, reserved for the non-segmented versions of the Business Needs.

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9.2.2 Visitor Types

Possible values are Business Managers, Investors, IT Professionals, Job Seekers, Non customers, Opinion Leaders, Professional B2B Users, and Sales Managers.

9.2.3 Topic

Possible values are Brand, Business, CSR, Financial, HR and Thought Leadership. Currently unused.

9.2.4 Media Gallery

Possible values are Amadeus in the news, Amadeus Technology, Company information, Customer Solutions, Customer testimonials, Events, and Industry Knowledge.

9.2.5 Image Bank

Possible values are Amadeus Logotype, Amadeus sites, Charts and Graphs, Events, Infographics, Screenshots, and Senior Management.

All assets in the system (excluding literals) should have at least one value of the Business Lines and Visitor Types groups so Engage can use it to customize the visitor's experience.

The Image Bank page and the Media Gallery page have a system of checkboxes to filter the content and narrow searches. This boxes are based in the categories under groups Image Bank and Media Gallery, and images and media marked as available in public searches should have at least one category of the corresponding group.

10 Sites

The new structure of the Amadeus.com network of sites is based on one site working as repository for central content, and one site per country or region. When an ACO user logs in WebCenter Sites will see the list of sites he or she can access, with the roles available in each site. Users can have access to more than 1 site:

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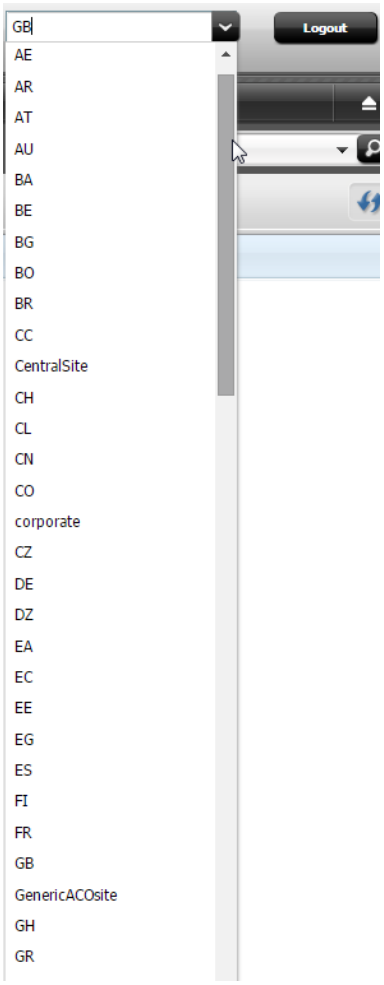

Figure 61: Site Selection screen

10.1 Central Site Repository

This site is managed directly by Marketing and content is added to that site by the Business Lines. This content is accessible (in read-only mode) to ACO users, and they can decide to share that content with their own sites. Once the content is shared, it's ready to be used in the ACO site and will appear among its content.

In the Central Site repository there is no need to create any pages, as the site itself is not accessible using browsers, and only contents shared with ACO sites will be visible to customers.

10.2 ACO Site Repository

Every country or region will have its own site, where its available content and pages will be managed. These sites will have a 2-letters identifier as Site name, and the complete country or region name in the description

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10.2.1 Home Node

When opening the Site Tree tab, users will see the pages that form the site structure. The first level pages are the Home page, the footer, and an Industry home page per Industry we want to enable in the site. Below the Home Page there is a complete structure that is needed to enable the top menu element, as described in the "Top Menu Configuration" section below.

10.2.2 Footer Node

The footer node contains all the necessary structure to build the footer element of the pages. This element is common in all pages in the site. Its configuration is detailed below, in the "Footer Configuration" section.

10.2.3 Industry Site Nodes

At the same level of the Home page and the footer nodes, users will find an Industry site homepage per Industry enabled in the site. These pages will act as versions of the Home Page specific for each Industry. These industries may have subsegments or not, and will be configured in different ways. Please see section "Industry Site" below for the detailed configuration.

11 Configuration of an ACO site

11.1 Home Page configuration

11.1.1 Introduction

The first page that anyone entering an Amadeus ACO site will see is the Generic Home Page. This page is the point of entrance of all users and is the most important one, as there are a lot of pages that are children of this one.

This home page has a set of common elements with the rest of pages in the site, including the header, the top menu, and the footer, and requires specific configuration for other elements, such as the carousel banner and the modules behind it.

11.1.2 Page configuration

While creating the home page, it must have the Subtype set to "Home" and the template to "AMAD_HomePpal", and must be placed in the site tree under the root node of the site (Desktop).

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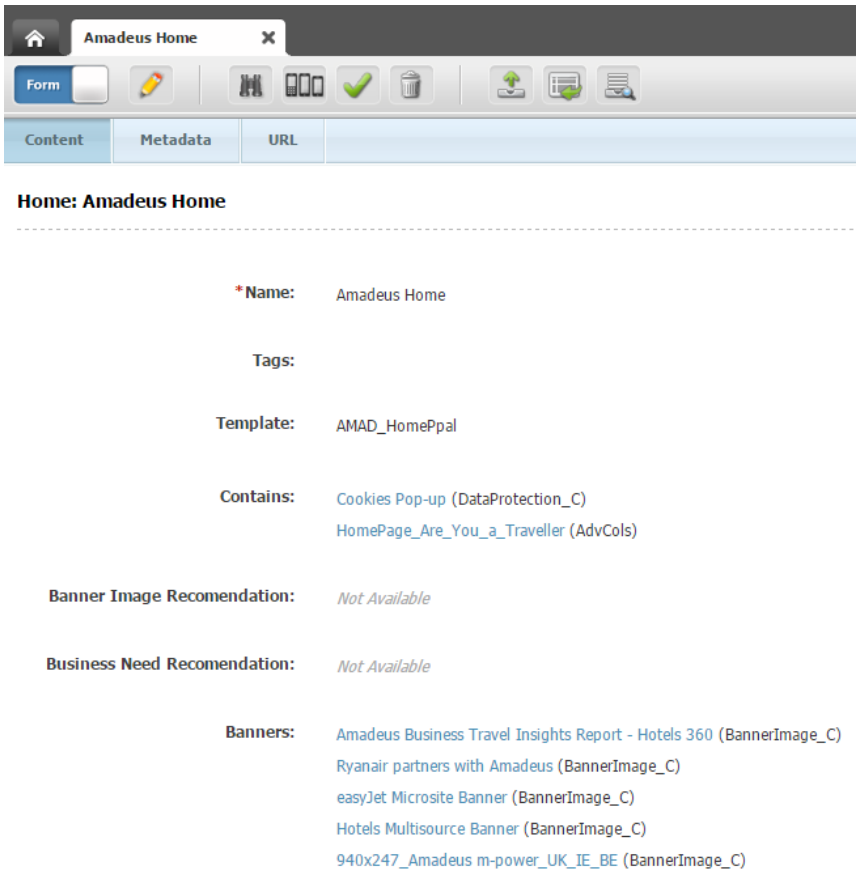

Figure 62: Home Page asset content tab

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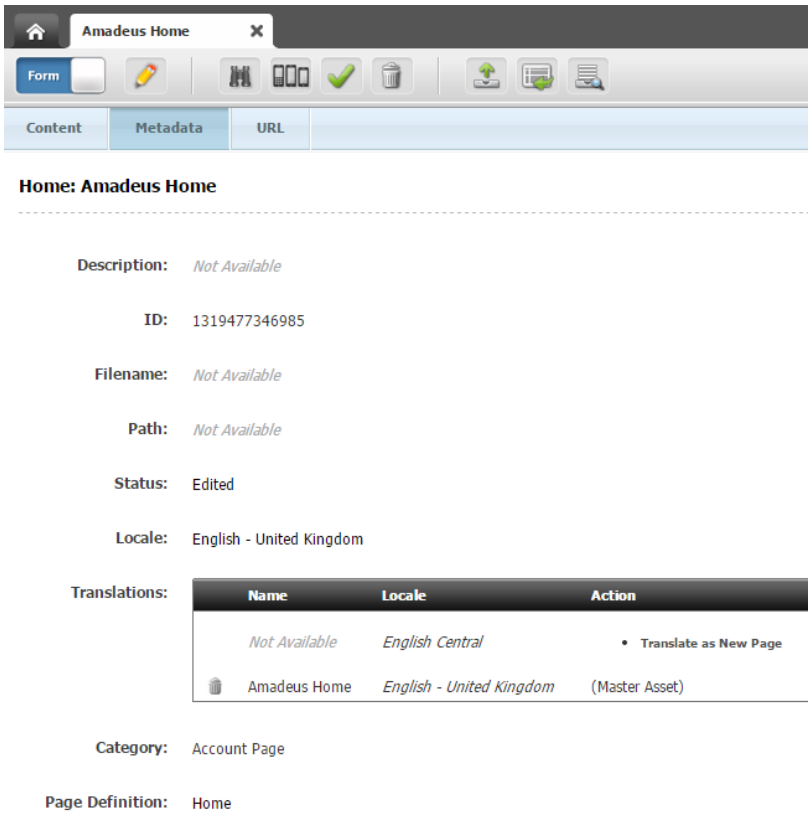

Figure 63: Home Page asset, metadata tab

11.1.3 Carousel

The carousel is a dynamic element that displays a set of banners rolling after a small period. There is also a small box that contains thumbnails for all the banners in the carousel, with a small description. This section is very easy to configure:

First, the banners to be displayed must exist. These banners must have an image of size 940x247 pixels, correctly created and with all the fields (including the links and thumbnails).

Then, to set them in the carousel, they must be added to the Home Page as related contents, in the field "Banners". The order of the banners in this field will determine its order in the carousel. Users can select the order moving the cells through the drag and drop.

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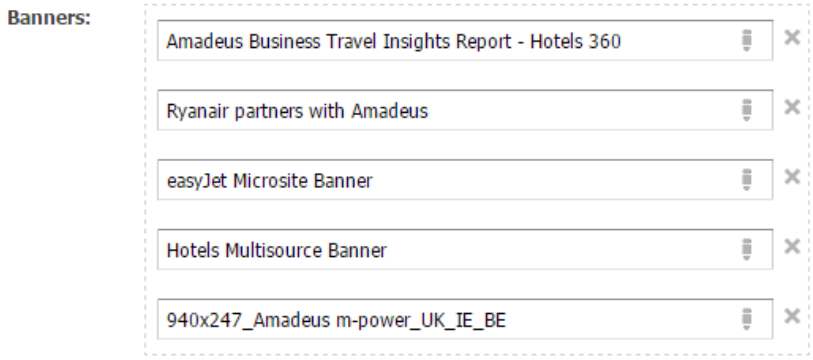

Figure 64: Associating Banner Images

11.1.4 Promo banners

That´s the name given to the set of 4 banners below the carousel. In the generic home page, the first 3 banners of this section correspond to random business needs categorized as Global, so there is no need to perform any extra configuration. We have to ensure that all the global business needs have a banner related to them of the appropriate format, in this case, with size 220x95 px.

The 4th banner is a special case, and can be configured with more detail. The banner to be displayed there is ruled by an Engage recommendation. This recommendation will be related to the Home Page in the field "Contains".

This recommendation is a Static list one, so it must have the list of possible banners to be displayed there (usually one).

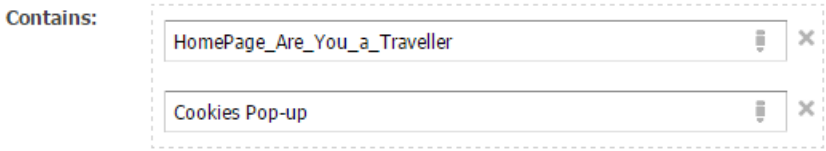

Figure 65: Contains field. Associating recommendation and Data Protection

11.1.5 Other elements

There are two extra element that are configured in the Home Page.

The first one is the set of data protection or disclaimer statements displayed at the bottom of the page.

To configure this elements, first they must exist. This assets must be of the type Data Protection, and will be related to the Home Page in the field "Contains", together with the recommendation for the Promo banner.

The second one is a literal, also related to the page in the field "Page Literal" that will be displayed as the first page name in the breadcrumb of any page under the home page.

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Figure 66: Associating Literal

11.2 Top Menu Configuration

11.2.1 Introduction

The top menu element is used in all pages of the site, and its configuration will be based on the structure of pages created under the Home Page. As described here, part of the elements displayed in the menu can be configured by the user, and part are automatically generated.

This menu will change its sections depending on the part of the site the user is browsing (specifically, on the Industry Segment the user is browsing). This section describes how to configure the structure of pages and elements needed for the general menu. The way to configure the menu when we are browsing an Industry site is described in the Industry Site configuration section.

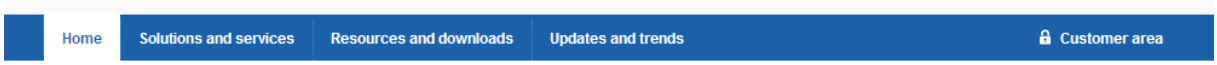

Figure 67: Top Menu element

11.2.2 Sections

As seen in the screenshot, the Top Menu has 5 sections:

11.2.2.1 Home

The Home section is a link to the site Home Page. It is automatically generated and doesn´t need any configuration.

11.2.2.2 Solutions and Services, Resources and Downloads, Updates and Trends

The next 3 section are based in the structure of pages created under the Home page, and are defined by the first 3 pages placed under the Home page, and their children pages. This structure is mandatory as the menu element depends on it.

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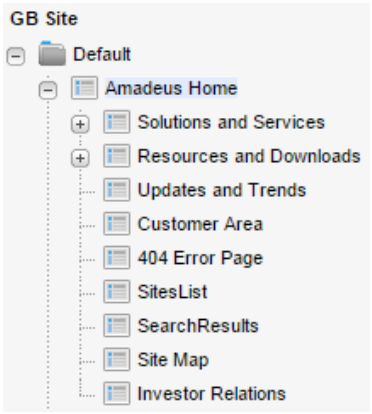

Figure 68: Home page structure

11.2.2.2.1 Solutions and Services section

The Solutions and Services section is based on the following structure:

- The Solutions and Services Page, placed under the Generic home page
- One Solutions and Services page per Industry, placed under the Solutions and Services page, and in the order that will be used in the Menu

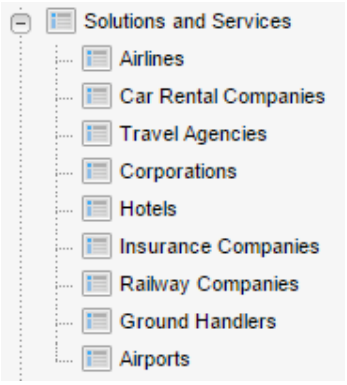

Figure 69: Solutions and Services structure

11.2.2.2.2 Resources and Downloads section

This section is based on the following structure:

- The Resources and Downloads page, placed under the Generic home page, in second position,
- Two pages (Order type) placed under the Resources and Downloads page that will contain the lists of pages for each of the two columns of the Resources and Downloads section of the menu. Details about the configuration of these pages will be given in the Pages configuration section.

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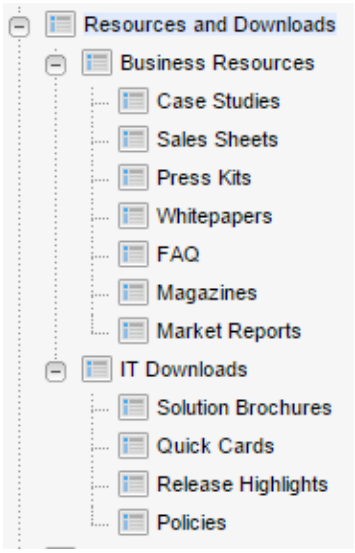

Figure 70: Resources and Downloads structure

11.2.2.2.3 Updates and Trends section

This section is completely based on Engage. Once the Updates and Trends page is placed under the Generic home page in third position, no extra pages are needed. Details about the configuration of this page will be given in the Pages configuration section.

11.2.2.3 Customer Area section

This section is formed by one page, placed under the Generic home page that will contain the links to the extranets.

11.2.2.4 Other pages

Below the Customer area, all sites have a set of other pages not displayed in the Menu, but accessible from other parts of the site. These pages must be placed there and need a small configuration. Those pages are:

- 404 error page
- SitesList
- SearchResults
- SiteMap

11.2.3 Pages configuration:

11.2.3.1 Solutions and Services:

This page must be of the subtype "Order", and must have related the "Global" category in the IndustrySegment section and a literal with the text that will be displayed in the top menu in the Page Literal section. With this configuration, the list of Industries will be ready. The second

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column, a list of business needs, is automatically generated by an Engage recommendation called "RECONAME HERE". The third column is a set of customizable links. To build these links, we have to relate to the page some assets of type "Banner Image". They must be related in the sections SimpleTextLink and GreyBoxLink. This will define the style used to represent the link.

Below this page, we must place one page per Industry we want to display there. If the industry hasn´t any subsegment it must have the following values:

Subtype: SolServIndustrySubsegment
Template: AMAD_SolServIndustrySubsegmentPpal
Associated category: The industry category.
Associated literal: The industry name.

If the industry has subsegments, the page must have the following values:

Subtype: SolServIndustry
Template: AMAD_SolutionServicesIndustryPpal
Associated category: The industry category, related to the page.
Associated literal: The industry name, related to the page.

11.2.3.2 Resources and Downloads

The Resources and Downloads page must have the following configuration:

Subtype: ResourcesDownloadsHome
Template: AMAD_ResourcesDownloadsHomePpal
Associated literal: The page name that will be displayed in the Menu.

Under this page, two pages must be placed. This pages will act as "containers" of the different types of documents and resources. This two pages must be configured this way:

Subtype: Order
Associated literal: The name of the section as will be displayed in the menu.

And under each of the sections, a page per type of download must be placed. These pages must be configured like this:

Subtype: DocumentList
Template: AMAD_DocumentsPpal
Category: Global
Associated literal: The type name that will be displayed in the Menu. If this literal contains a link, that link will be used in the menu.

If we are using one of the existing types of documents, an extra parameter must be configured:

Document Definition: This is an asset of the type Configuration Property that contains the document definition, and must be related to the page.

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11.2.3.3 Updates and Trends

The Updates and Trends section is automatically generated, so a page of any type must be placed in third position under the home page, with an associated literal containing the name for the section to be displayed in the menu.

Anyhow users can configure what will appear in the section by configuring the Engage recommendations associated to each part:

Latest Market Report: RECONAME
Solutions: RECONAME
Latest Blog Post: RECONAME
Latest news and events: RECONAME

11.2.3.4 Customer Area

To configure the Customer Area, we have to place a page in fourth position under the Generic home page with the following configuration:

Subtype: CustomerArea
Template: AMAD_CustomerAreaPpal
Associated literal: The page name that will be displayed in the Menu.

The page contains two lists of banners, pointing to different extranets. To set the lists, the user must create banners with links to the desired sites (internal or external) and associate them with the page in the two boxes named Local Extranets or Global Extranets.

11.3 Footer

11.3.1 Introduction

The footer element is shared among all pages of the site, so its configuration must be made only once.

11.3.2 The Footer structure

The footer itself is a page, placed at the same level of the Generic home page and the Industry home pages, and must have as Subtype the value "Footer".

Below the footer page we will have pages for the different sections of the element, like "Our Industries", "Information for", "Why Amadeus", "About us", "News and Events" and "Amadeus Community". All of these pages will have its own page structure placed below each of them.

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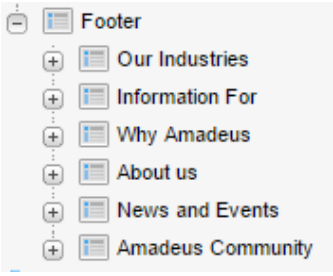

Figure 71: Footer structure

11.3.2.1 Our Industries

This section contain links to the different Industry sites (described in the next section). Links to external sites can also be included. Details about the configuration of these pages will be given in the Pages configuration section.

11.3.2.2 Information for

This section contains a set of pages that provide detailed information for each of the different visitor types we may have in the site. Details about the configuration of these pages will be given in the Pages configuration section.

11.3.2.3 Why Amadeus / About us

These two sections are fully customizable by the site owners, and can be configured with different structures. Details about the configuration of these pages will be given in the Pages configuration section.

11.3.2.4 News and Events

This section contain links to the different media pages, like the News search page, the Events page, the Media gallery, etc. Details about the configuration of these pages will be given in the Pages configuration section.

11.3.2.5 Amadeus Community

This section contains a link to the Amadeus Community hub page that contains widgets that display the presence of Amadeus in the different social networks, and a set of links to the Amadeus pages in those networks. Details about the configuration of these pages will be given in the Pages configuration section.

11.3.3 Page Configuration

11.3.3.1 Footer page

The footer page must be configured as belonging to the subtype "Footer". This page doesn't need any literals, as it acts as container of the other pages, but users can relate two types of content in the "Contains" box.

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If users add "Data Protection" type assets as related to the footer page, they will be displayed in the bottom line of the page, as links to the content of the Data Protection asset.

Also users can add one Standard Content as related. This content will be displayed as the button link on the right side of the bottom line. This is usually used as a "Feedback" option, putting in the Standard Content the HTML code of a form.

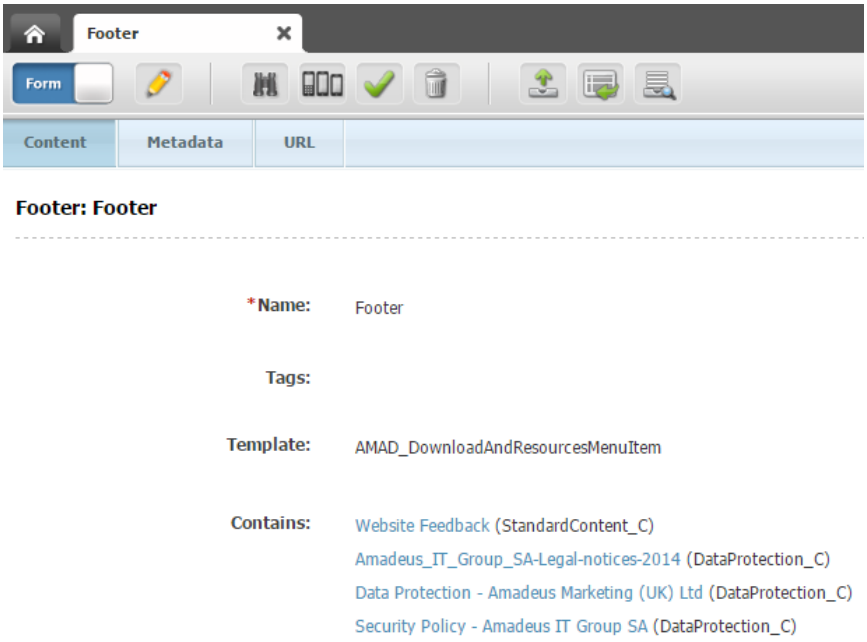

Figure 72: Footer page configuration

11.3.3.2 Our Industries section

This section is based on a page, placed under the Footer, and with type "Order". Also, it will have a literal related to it that will contain the page name used in the footer element.

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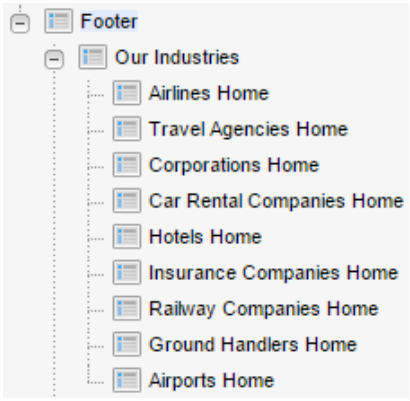

Figure 73: Our Industries section structure

This page will have a set of children pages, one per link under this section. These pages must have the following values:

- type “IndustrySegmentHome”
- template “AMAD_IndustryHomePpal”

Each of those pages must have an IndustrySegment category and a Literal associated. The Literal will be used as page name in the footer element, and if the literal has a link, it will be used as destination of the link in the element. If there is no link, the entry in the element will link to the corresponding Industry site home page.

> All the elements in this section pointing to an Industry Site must be categorized as the Industry Site. If one of these pages has a category without its corresponding Industry site, it won’t work properly.

11.3.3.3 Information For section

This section is based on a page, placed under the Footer, and with type “Order”. Also, it will have a literal related to it that will contain the page name used in the footer element.

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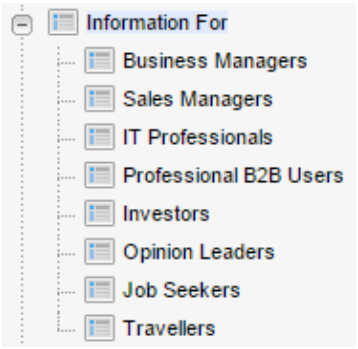

Figure 74: Information for section structure

This page will have a set of children pages, one per visitor type to be displayed in the section. These pages must have the following values:

- type “ProfileInfo”
- template “AMAD_ProfileInfoPpal”

Each of those pages must have a Visitor Type category and a Literal associated. The Literal will be used as page name in the footer element, and if the literal has a link, it will be used as destination of the link in the element. If there is no link, the entry in the element will link to the corresponding page for the visitor type.

This pages will display first a description of the Visitor type (found in the Category asset), and the list of global business needs categorized as related to that visitor type. This is automatically calculated.

All the elements in the right part of the page are also automatically calculated except the “Discover Amadeus” box. Within that box users will be able to place links associating to the page a set of Literal assets with internal or external links. (Box “Section Literals” in the page).

11.3.3.4 Why Amadeus / About us

These two sections in the footer are the most customizable ones, as below the parent pages, users can create the structure of pages as desired (with some restrictions).

There are two specific templates developed to act as hubs of these sections. They are the Why Amadeus (subtype WhyAmadeus, template AMAD_WhyAmadeusPpal) and About Us (subtype AboutAmadeus, template AMAD_AboutAmadeusPpal). When used, these pages must have a Literal associated to them that will contain the section name to be displayed in the footer element.

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The pages will be filled with different banners, each of them placed in a different position of the page. There is a specific field in the page for each space, named by row and column. (See screenshot)

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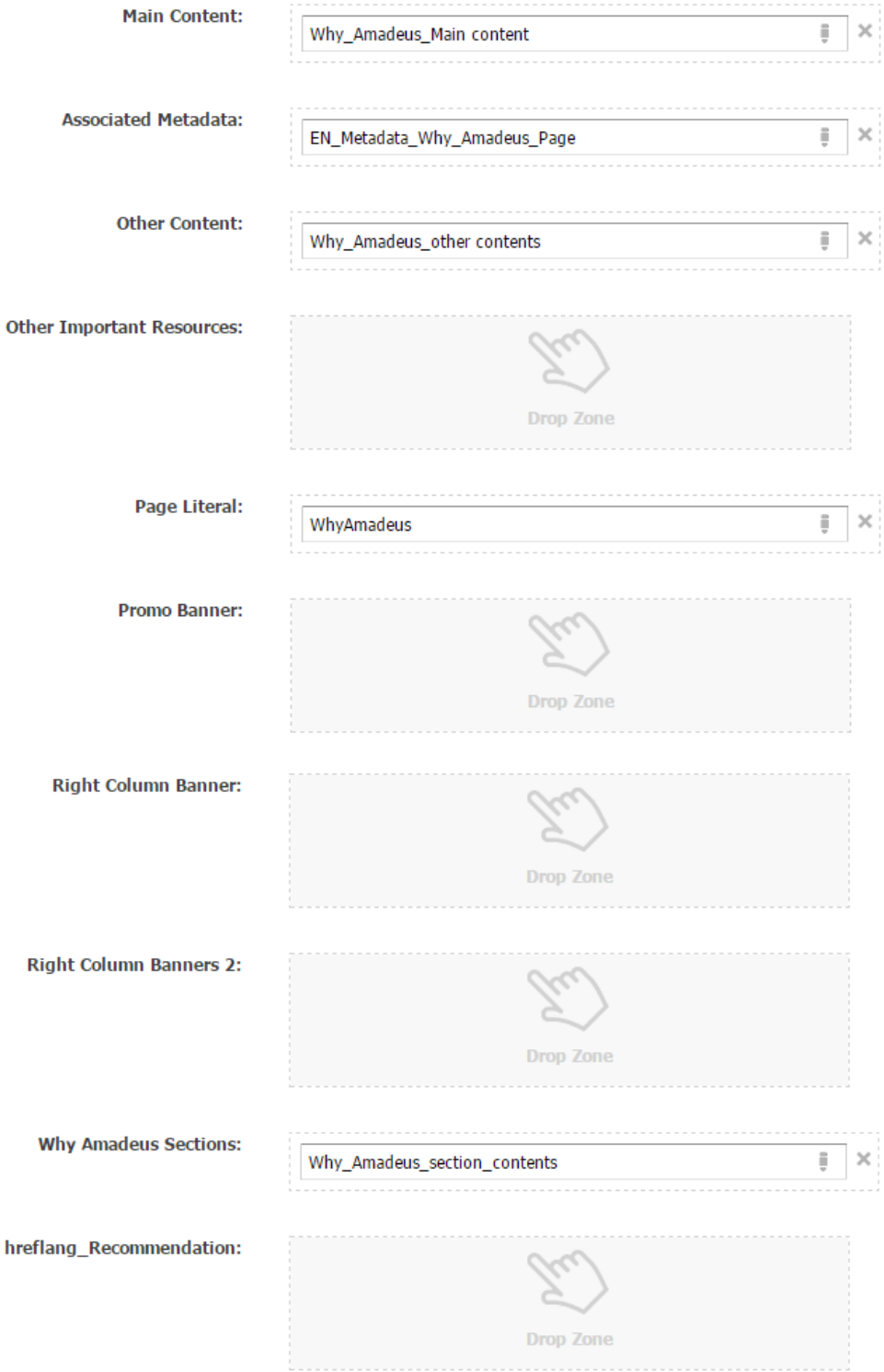

Figure 75: Why Amadeus configuration elements

The way to customize these section is creating pages and placing them below the Why Amadeus or About us page, and below each other (this meaning that a 3 or 4 level structure is feasible). These pages will use the template "AMAD_DetailPpal" and will have an asset to be displayed as main

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content for the page (it may be an article, a contact, a document, a standard content, an event, or a press release) and a literal to be displayed as link in the footer element and/or left navigation menus of the section.

11.3.3.5 News and Events section

The News and Events section has some fixed pages but can contain more customized pages.

11.3.3.5.1 News and Events page

The News and Events page, acting as a hub, must be of subtype "NewsEvents" and template "AMAD_NewsEventsPpal" and must be placed under the Footer page. This page can have several assets related to it:

- it can have a banner (under the Banner tag) displayed on top of the page,
- a Contact to be displayed as main press contact in the page,
- a set of Literals (in the Section Literals box) to be displayed as links in the Related Info box,
- a single Literal (in the Page Literal box) to be used as page name in the footer and page title
- a Document (in the Magazine Document box) to be displayed below the banner.

The rest of elements displayed in this webpage are automatically calculated by Engage.

The basic section to be placed under this page are the News hub, the Events hub, and the Media Centre page. Apart from these pages, others can be placed exactly as described in the Why Amadeus/ About Amadeus sections.

Figure 76: News and Events Structure

11.3.3.5.2 News page / Events page

The News hub and Events hub are very easy to configure. They only need a page placed under the News and Events page, with the correct subtype and template. (News hub: subtype "NewsEventsList" and template "AMAD_NewsPpal". Events hub, subtype "NewsEventsList" and template "AMAD_EventsPpal"). Both pages will have only one literal each related to them, the text to be used in the footer element and as page title.

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11.3.3.5.3 Media Center page

The Media Center page acts as hub for all media content. This first page, placed under the footer, has as subtype "MediaCentre" and as template "AMAD_MediaCentrePpal". This page has an associated literal (Box "PageLiteral") and may have several associated banners. One of those banners, placed in the "Press Contact Banner" box, will be displayed first in the right column of the page, in a pink frame, and the others (in the "Banners" box) will be displayed below in standard frame. After all the banners, the page will automatically show the latest report available.

Below the Media Center page we will find a structure of 4 pages. The Press Kit page, the Press Contacts page, the Image Bank and the Video Gallery.

11.3.3.5.4 Press Kit page

This page, placed under the Media Center page, must use the "AMAD_DetailPpal" template, and needs two assets related to it. A Literal in the Page Literal box used as page title and entry in the footer, and a Standard Content in the "Contains" field with the Press kit description, and with the press kit itself as related content.

11.3.3.5.5 Press Contacts page

This page, placed under the Media Center page, must use the "AMAD_DetailPpal" template, and needs two assets related to it. A Literal in the Page Literal box used as page title and entry in the footer, and a Standard Content in the "Contains" field with the Press contacts description, and with a Contact as related content.

11.3.3.5.6 Image Bank page

This page, placed under the Media Center page, must have the "ImageBank" subtype and use the "AMAD_ImageBankPpal" template. It needs two assets related to it. A Literal in the Page Literal box used as page title and entry in the footer, and a Banner in the "Press Contact Banner" box with a link to the Press contacts page. The page will be automatically filled with all images in the site (having the "**Include asset in Public Search**" value to True) and can be filtered by category using the checkboxes on the right column.

11.3.3.5.7 Video Gallery page

This page, placed under the Media Center page, must have the "NewsEventsList" subtype and use the "AMAD_ VideoGalleryPpal" template. It needs two assets related to it. A Literal in the Page Literal box used as page title and entry in the footer, and a Banner in the "Press Contact Banner" box with a link to the Press contacts page. The page will be automatically filled with all videos, demos and podcasts (all definitions of Media asset type) in the site (having the "**Include asset in Public Search**" value to True) and can be filtered by category using the checkboxes on the right column.

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11.3.3.6 Communities section

The Amadeus Community section is based in a page that acts as hub for all the Amadeus presence in all social networks. This page is placed under the Footer page, and it only needs a literal related to it, in the Page Literal box, to be used as page title and Footer entry. The page is automatically generated by searching all available Social Media assets in the site, and displaying each in a separated widget.

Figure 77. Communities' structure

Below the Community page, users can add pages with direct links to some social media accounts. To do so, the pages must use template "AMAD_DetailPpal", and need one asset related. It must be a Literal (in the Page Literal box) to be used as entry in the footer. This literal will contain a link to the page we want to display (external link). Users can also relate an asset from the Social Media definition in the Contains field. If this asset is found, an icon with the Social Media logo will be displayed in the footer, before the Literal.

Figure 78: How the Communities section appears

11.4 Industry Site

At the first level, besides the Amadeus Home page and the standard site below it, we can create sub-sites, each of them dedicated to one business segment. We call each of them an Industry Site.

The Industry site contains a subset of pages fully dedicated to a single industry segment. The set of pages includes the Solutions and Services section, the Resources and Downloads section, and the Updates and Trends section. The rest of elements of the site (Customer Area, Footer, etc.) will be the same as used in the standard site, so it won't be necessary to create them under the Industry site.

If we use this feature, once fully configured, we will see in the Site Tree, at first level (just below Placed Pages) the following structure:

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- The Amadeus Home Page, with all the pages it may contain.
- One Industry Home Page per Industry site we want to create
- The Footer Section, with all the pages it may contain.

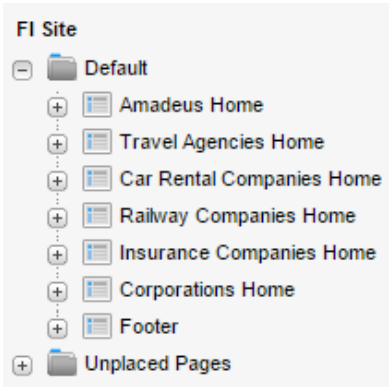

Figure 79: ACO Site structure

11.4.1 Industry Site structure:

As we have mentioned, any industry site must have the following structure:

- At first level, the Industry Site Home Page.
- At second level, the sections Solutions and Services, Resources and Downloads, and Updates and Trends Pages.

11.4.1.1 Solutions and Services section:

Here we have two scenarios. An Industry with subsegments or without subsegments.

- *Industry without subsegments:*
  If the industry doesn't have subsegments, there won't be more pages below the Solutions and Services page. Once we configure that page, this section will be ready.
- *Industry with subsegments:*
  If the industry has subsegments, we will have, below the Industry Solutions and Services page, one page of Solutions and Services per subsegment. In this case, we will have to configure all the Solutions and Services pages, the Industry page and the subsegment pages.

11.4.1.2 Resources and Downloads section:

This section works the same as the Standard one. Under the Resources and Downloads page for the industry, we will have two pages (Order type) that will contain the lists of pages for each of the two columns of the Resources and Downloads section of the menu. Details about the configuration of these pages will be given in the Pages configuration section.

11.4.1.3 Updates and Trends section:

This section works the same as the Standard one. There are no pages under the Updates and Trends page for the industry. Details about the configuration of these pages will be given in the Pages configuration section.

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11.4.2 Pages configuration:

In this section, we will see the detailed process of how to configure the pages under the Industry site.

> **NOTE: As a good practice, all pages under any industry site should have as Category the category of the industry.**

11.4.2.1 Industry Home Page configuration:

The Industry Site Home page needs to be configured the following way:

Subtype: IndustrySegmentHome.

Template: We have three different templates available for an Industry homepage.

- AMAD_IndustryHomePpal (to be used in Industries without subsegments),
- AMAD_IndustrySubHomePpal (to be used in Industries with subsegments) or
- AMAD_IndustrySubHomePpal_v2 (to be used in Industries with subsegments).

Associated category: The industry category.

Associated literal: A Literal asset with the name of the industry.

Associated banners: The list of banners to be used in the carousel of the page.

Associated recommendations: The recommendations that will rule the middle section banners. These recommendations will be added in the "Contains" section. Each recommendation will refer to a banner of the middle section, in order.

- The template AMAD_IndustryHomePpal admits 4 recommendations (one per banner, all below the carousel).
- The template AMAD_IndustrySubHomePpal admits 5 recommendations (the first four for the four banners below the carousel, and the fifth for the double-size banner next to the subsegments box).
- The template AMAD_IndustrySubHomePpal_v2 admits 6 recommendations (the first four for the four banners below the carousel, and the last two for the two banners next to the subsegments box).

Each of these recommendations should use one of the following templates:

- AMAD_BusinessNeedDetail: This recommendation displays one business need in a box, showing its title and description.
- AMAD_BusinessNeedList_Home: This recommendation displays a list of business needs, showing the title of each of them.
- AMAD_BannerList_Home: This recommendation displays a list of banners, showing the title of each of them.
- AMAD_Contact_Home: This recommendation displays a contact in a pink box.
- AMAD_PromoBanner_Home: This recommendation displays one single banner, with its image.
- AMAD_BannerSubHome: This recommendation displays one banner, double sized, to be used in the IndustrySubHomePpal template, and should be in the fifth position.

Associated metadata: A metadata asset with information about the browser title, Search Engine data, etc.

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11.4.2.2 Solutions and Services page configuration:

The Solutions and Services page for an industry site should be configured the following way. Please note that there are two cases, when we have subsegments and when not.

11.4.2.2.1 Solutions and Services page for an industry without subsegments:

Subtype: SolServIndustrySubsegment
Template: AMAD_SolServIndustrySubsegmentPpal

> **Note that we use the "Subsegment" naming here to refer to any industry (segment or subsegment) that doesn't have more subsegments below itself. So when we are referring to a "last-level" segment, we use the subsegment template.**

Category: Solution & Services

> **Note that this Category is the page attribute, and indicates the category of the page itself. Don't mistake this category with the "Associated Category" that refers to a category asset related to the page. This second category indicates the industry of the solutions and services that the page will contain.**

Associated category: The industry category.

Associated literal: SolutionAndServices

Associated banners: There are four boxes where we can associate banners to the page. Each of the boxes will display the banners in different positions:

- SimpleTextLink: To be displayed in the top menu, as a simple text line with link
- GreyBoxLink: To be displayed in the top menu, as a grey box with a text link within.
- Banners: To be displayed in the carousel of the Solutions and Services page.
- Right Column Banners: To be displayed as boxes in the right column of the Solutions and Services page.
- Promo banner: To be displayed below the list of business needs (green box).

Associated documents: Documents to be displayed in a blue box below promo banner.
Associated metadata: A metadata asset with information about the browser title, Search Engine data, etc.

Engage elements: There are some elements automatically controlled by Engage:

- Right column contact: ruled by recommendation RECONAME
- Right column case study: ruled by recommendation RECONAME

11.4.2.2.2 Solutions and Services page for an industry without subsegments:

In this case, we have to configure first the Solutions and Services page for the industry, and then all the Solutions and Services pages for each of the subsegments.

Solutions and Services page for the Industry:

Subtype: SolServIndustry

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Template: AMAD_SolutionServicesIndustryPpal

Category: Solution & Services

Associated category: The industry category.

Associated literal: SolutionAndServices

Associated banners: There are four boxes where we can associate banners to the page. Each of the boxes will display the banners in different positions:

- SimpleTextLink: To be displayed in the top menu, as a simple text line with link
- GreyBoxLink: To be displayed in the top menu, as a grey box with a text link within.
- Banners: To be displayed in the carousel of the Solutions and Services page.
- Right Column Banners: To be displayed as boxes in the right column of the Solutions and Services page.

Associated metadata: A metadata asset with information about the browser title, Search Engine data, etc.
Engage elements: There are some elements automatically controlled by Engage:

- Right column contact: ruled by recommendation RECONAME
- Right column case study: ruled by recommendation RECONAME

Solutions and Services pages for the subsegments:

Subtype: SolServIndustrySubsegment

Template: AMAD_SolServIndustrySubsegmentPpal
Category: Solution & Services.

Associated category: The industry category.

Associated literal: SolutionAndServices

Associated banners: There are four boxes where we can associate banners to the page. Each of the boxes will display the banners in different positions:

- Banners: To be displayed in the carousel of the Solutions and Services page.
- Right Column Banners: To be displayed as boxes in the right column of the Solutions and Services page.
- Promo banner: To be displayed below the list of business needs (green box).

Associated documents: Documents to be displayed in a blue box below promo banner.
Associated metadata: A metadata asset with information about the browser title, Search Engine data, etc.

Engage elements: There are some elements automatically controlled by Engage:

- Right column contact: ruled by recommendation RECONAME
- Right column case study: ruled by recommendation RECONAME

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11.4.2.3 Resources and Downloads page configuration

The Resources and Downloads page for each industry is configured exactly the same way as the standard one. The only difference is that the page should have an associated category, with the industry as value.

11.4.2.4 Updates and Trends page configuration

The Updates and Trends page for each industry is configured exactly the same way as the standard one. The only difference is that the page should have an associated category, with the industry as value.

12 Appendix

12.1 Appendix 1. Asset publication and Deletion. Tips and tricks

Publishing is the process of moving one asset from one environment to another. Specifically, we call publishing to moving an asset from the Staging environment (for testing) to the Delivery environment (available to external users).

This document contains an overview of the publishing process, with helpful tips to solve any potential issue that may occur during publications. We assume that the workflow process is known. This document focuses on what happens when an asset in "Ready for approval" status gets approved.

12.1.1 Concepts.

Workflow: Sequence of status and actions that may occur during the lifecycle of an asset.

Approved: Final status an asset can reach in the workflow, meaning that the asset is correct and ready to be published.

Ready to Publish: Internal status that WebCenter Sites assigns to asset that are ready to be published.

Publishing Queue: List of assets that are in status Ready to Publish.

Publication Event: Automatic action that moves all assets in the publishing queue to the Delivery environment, so they become available to external users.

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Dependency: Relation among assets that requires the whole group to be approved at the same time.

Held Asset: Asset that depends on the approval of other assets to enter the publishing queue.

12.1.2 Process overview.

When an asset is approved, WebCenter Sites launches an automated process that puts that asset in "Ready to publish" status and puts it in the publishing queue, if it's possible. If the process ends correctly, this message will appear at the bottom of the status page of the asset:

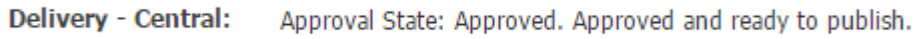

Figure 80: Ready to Publish message

Then, every 10 minutes, an automatic action moves to Delivery all assets in the publishing queue.

If, within those 10 minutes, any user wants to stop that asset from publishing, it has to be moved in workflow to Ready to Edit status, and then edited. If the asset is not edited, it will remain in the queue.

But sometimes, the asset may not be published at the first time. There are two events that may stop an asset from being published.

The complete process is described in the following diagram:

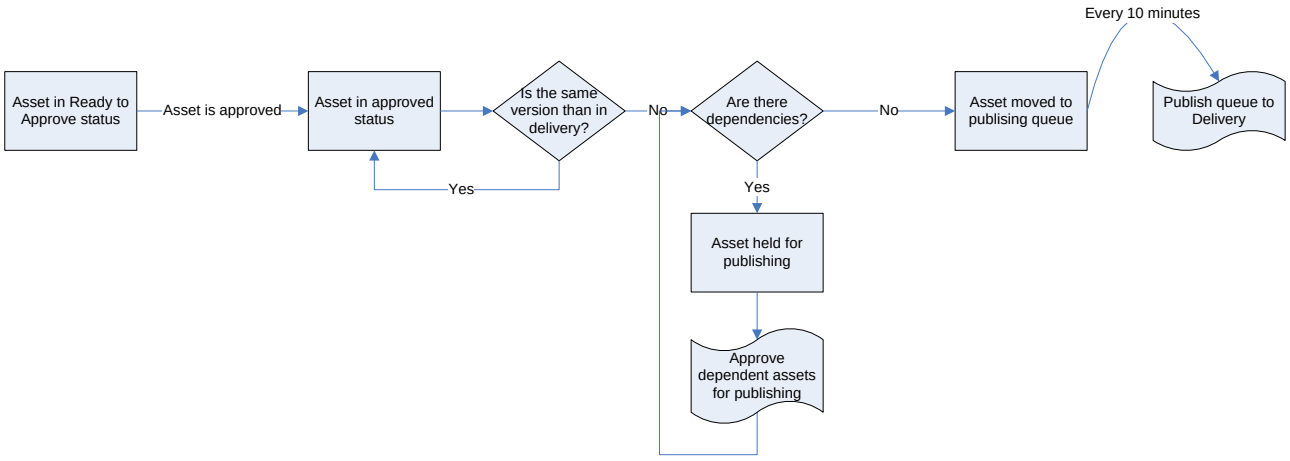

Figure 81: Publishing process

12.1.2.1 What can prevent an asset from being published?

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Asset version is the same in both environments: WC Sites checks the modification date of the asset in both environments. If date is the same, WC Sites considers that assets are the same, and does not republish the asset. After the approval step in the workflow, this message will appear at the bottom of the Status page:

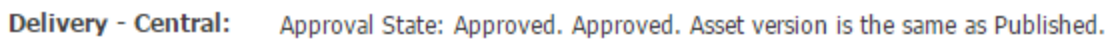

Figure 82: Same version in both environments

If this message is displayed, but a re-publishing is required, the asset has to be edited, saved, and approved again. This will change the modification date of the asset, and will add the asset to the publishing queue.

Dependent assets need to be published: We have a dependency when a relation between assets cannot be replicated in the destination environment. For example, if we create two assets, relate them, and try to publish one of them, WebCenter Sites will inform us that there is a dependency with the other asset.

If we approve an asset with dependencies, the system will inform of the dependent assets, and the asset will be held until all dependencies have been approved. This is the message displayed:

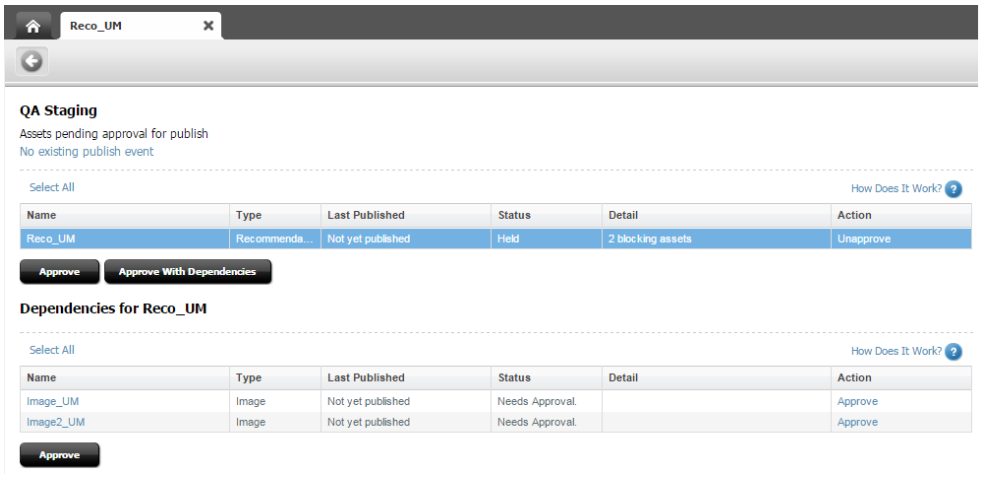

Figure 83: Depending assets

And if we check the status of the asset, the system will show this message at the bottom of the page:

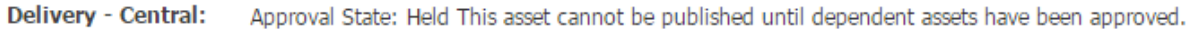

Figure 84: Held asset message

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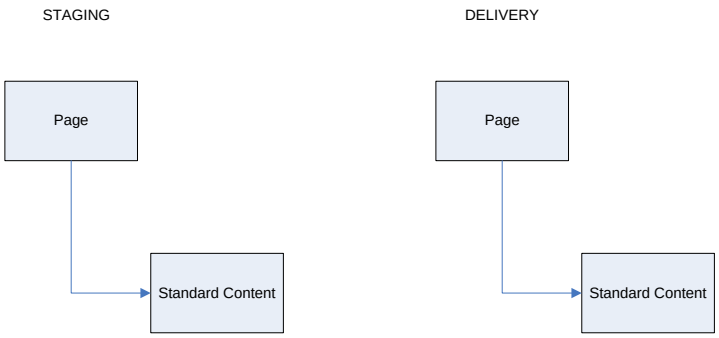
12.1.3 Deleting assets

Deleting an asset in WebCenter Sites is an edition of a special type, and needs publication as any other type of edition. After an asset is deleted, it's automatically added to the publication queue, and it will still appear in delivery until the publication process finishes.

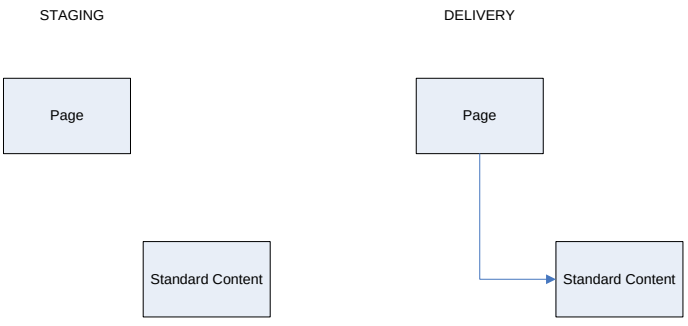
Users have to pay special attention to the dependencies of the deleted asset. If a user deletes an asset without removing relations, WebCenter Sites will stop it indicating an error.

But if the relation is removed and then the asset is deleted, it will be moved to the held assets list. Here is an example:

1. We have, in Staging and Delivery, a Page with a Standard Content related to it. If we try to delete the Standard Content, WebCenter Sites won't allow it until we remove the relation.



2. So we remove the relation in Staging:



3. Now we can delete the asset:

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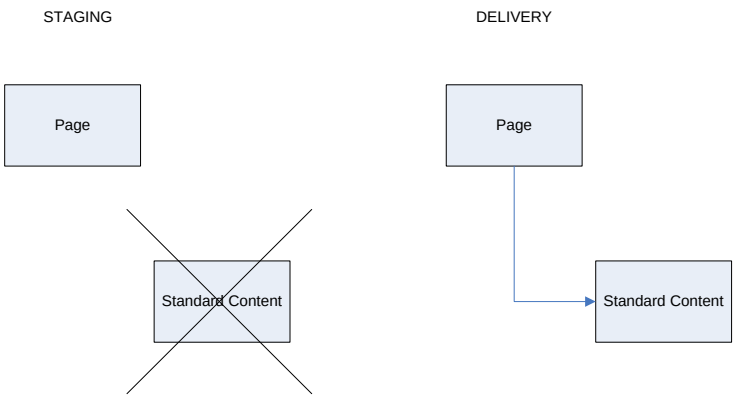

4. But if we check the publishing queue after, we will see that the Standard Content is in the held list. There is a dependency with the page, and to publish the deleted asset to Delivery, we also have to publish the page. Please consider that deleting the dependent asset will also remove the dependency and will release the assets for publishing.

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